

# LIFE



WEYGAND: COMMANDER IN CHIEF  
OF THE THEATER OF OPERATIONS  
IN THE EASTERN MEDITERRANEAN

MAY 20, 1940

10 CENTS





**SILENT AS A SHOOTING STAR**—new 99 H. P. Nash with exclusive Manifold-Sealed engine beat all others in its class in the 1940 Gilmore-Yosemite Economy Run with 23.76 miles per gallon. Has Sealed Beam lights to guide you safely on your way. 2000 dealers everywhere are ready to serve you. See yours today!



**ENJOY EVERY WEEK-END** this summer with your Nash Convertible Bed. Lets you drive where you like, when you like... saves you time, spares expense. Get started on your fun in a 1940 Nash—today!

## But-You Oughta Have Some Fun!

**ALRIGHT**—you've got a car that's good enough to haul around the family. And when it wears out, you can get a new one like it—

Just a minute, though—*are you having any fun?*

Get in a Nash and you'll know what we mean. But, get in quick—for a Nash Manifold-Sealed engine offers something so new in power that it almost sizzles!

Away you go—from 5 to 35 zipping miles an hour. Then a click—and without a whisper from the engine, you're *Fourth Speeding* along at a speedway pace. It's a new gear—new range of performance—with an Automatic Overtake that sends you scampering up the hill ahead.

Up and over the top... then down a wooded lane... snaking around sharp turns... "gunning" over riddled stretches of macadam... you swing along, amazed to find you're not clenching the wheel, not steeling yourself—for the bumps that never arrive.

Even the air is different... kept dustless

in summer—warm in winter—by Weather Eye conditioning. (Something you never saw happen in a car before!)

What matters that the signpost says you're far from home. You can sleep tonight in a Nash Convertible Bed... or come home in the dusk, like a phantom thing possessed, with the moonlight glistening on the eager hood ahead...

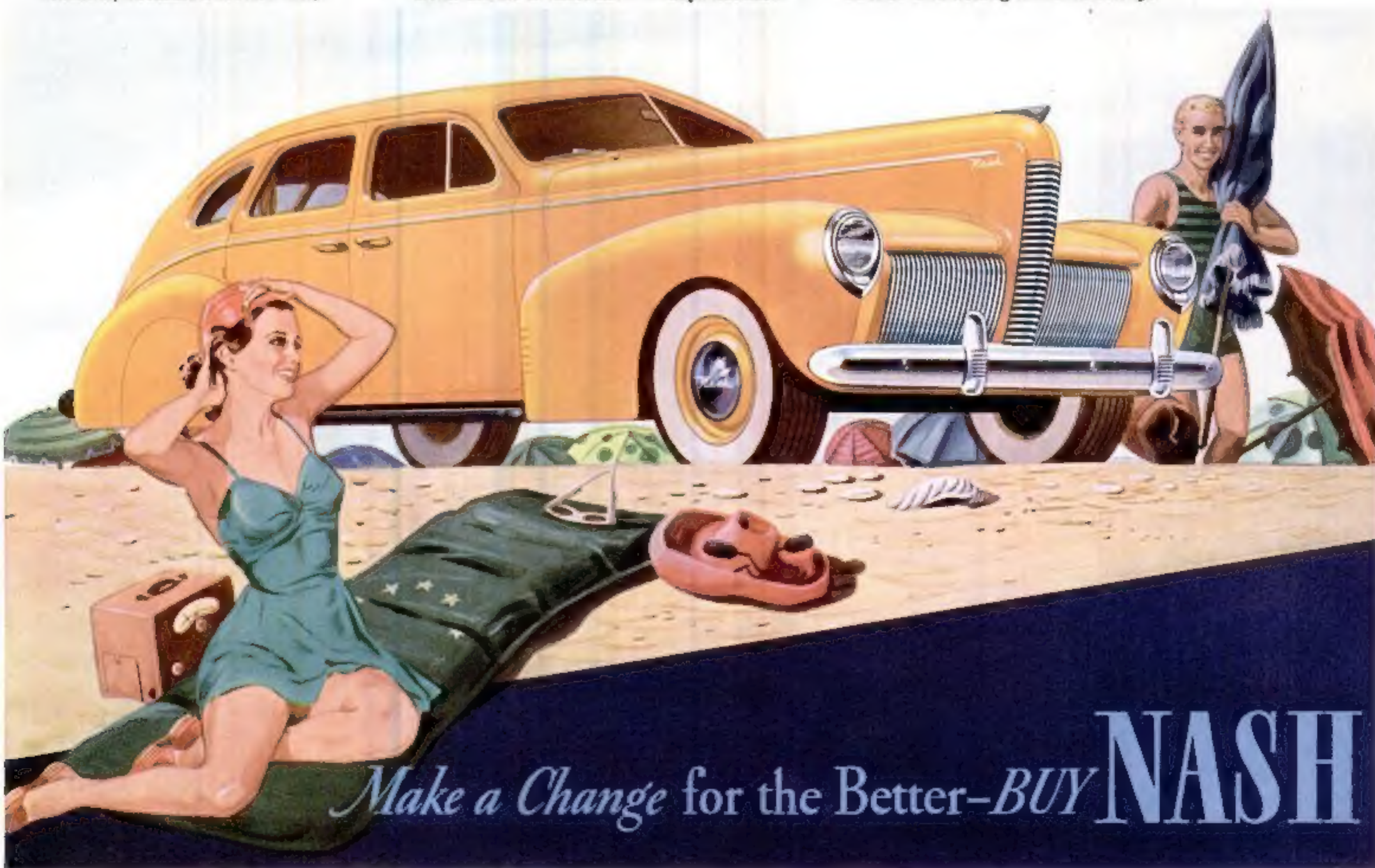
This is adventure. This is life... this is the fun you've been missing!

Yes—a Nash does cost a bit more than the usual "All Three" cars.

But it's a small difference in dollars that vanishes from your mind immediately.

It's a difference in quality, though, that stands out in every point... a 7-bearing crankshaft instead of the usual 3 or 4... a double frame chassis, 300 to 400 pounds more weight than the small cars—for safety and long life. Features that save you money now, and bring more on resale value later.

Come on—your best million miles are *still* ahead! You belong in a Nash today!



Make a Change for the Better—**BUY NASH**



# Kensington

## FOR THE 1940 BRIDE

Send for folder giving diagram and describing all accessories on this lovely Dinner Table. We will also send catalog illustrating 126 beautiful Kensington pieces. See address below.

AROUND THE TABLE WITH

### Kensington

- |                                                                                    |                                                                        |                                                                                     |                                                                            |
|------------------------------------------------------------------------------------|------------------------------------------------------------------------|-------------------------------------------------------------------------------------|----------------------------------------------------------------------------|
|  | <b>A.</b> The Bermuda Salad Plate. \$2.00 each.                        |  | <b>B.</b> The Epicurean Salad Bowl. \$8.50                                 |
|  | <b>C.</b> The Hampton Oval Platter. \$7.50.                            |  | <b>D.</b> The Vanity Fair Candle Holder. 4 inch \$7.50 the pair.           |
|  | <b>E.</b> The Hostess Set. 4 small match box holders, 4 trays. \$5.00. |  | <b>F.</b> The Coldchester Cocktail Cup (with cigarette rest). \$1.00 each. |
|  | <b>G.</b> The Cortez Round Footed Platter. 12 inch. \$7.50.            |  | <b>H.</b> The Raleigh Salts and Peppers. \$3.75 the pair.                  |
|  | <b>I.</b> The Winchester Oval Double Serving Dish. \$12.50.            |  | <b>J.</b> The Whitfield Round Double Serving Dish. \$8.50.                 |
|  | <b>K.</b> The Irvington Bread Tray. \$3.75.                            |                                                                                     |                                                                            |

KENSINGTON ENGRAVES BEAUTIFULLY

## Brides are choosing Kensington Table Service for Lasting, Lustrous Beauty!

The wonderful thing about Kensington is how much it gives of beauty and how little it asks in care.

There is richness in its lasting lustre, suavity in its styling... a gentle dignity that befits gracious living.

But Kensington is very sensible, withal. Its surface is hard, to resist scuffing and tarnishing. It needs no polishing. With ordinary care it will be an heirloom. It is always beautiful.

Small wonder indeed that the 1940 bride chooses Kensington. And Kensington prices make it easy to gratify her, sumptuously!

Kensington is sold by leading department stores, jewelers, and specialty shops almost everywhere. If you do not know where to buy Kensington,

write us for the name of nearest dealer. And ask too for the folders described above. Kensington, Inc., Department 41, New Kensington, Penna.

**What Kensington is:** Kensington is fashioned with careful craftsmanship from a special alloy of Aluminum which has been given a patented finish, integral with the metal itself. It cannot chip or peel; it resists scuffing and tarnishing; and it glows with a lustre that keeps its richness through the years. There is nothing else in all the world just like Kensington.

Besides the Table Service pieces illustrated there are scores of other beautiful items for many home uses:



**Drinking Accessories.** Cocktail shaker, ice bowl and tongs, cocktail and old-fashioned cups, wine cooler. Illustrated is Coldchester Julep Tumbler at \$2.50.



**Decorative Pieces** include many stunning plaques, platters, and bowls. Illustrated is the Zodiac Platter, an 18-inch circle, with Zodiac signs on bronze inset, at \$12.50.



**Smoking Accessories.** Cigarette boxes, match box holders, ashtrays, tobacco jars, The Rain-bow Matchmaster. Illustrated is The Coach N Four Cigarette Box at \$6.00.



**For Flowers** Kensington offers a versatile group of vases, bowls and shallow holders. Illustrated is the Sherwood Vase at \$6.00.

**Writing and Personal Accessories** include desk items, memo books, lipstick tissue holders, military brushes, cloth and hat brushes, billfolds. Illustrated is the Waverly Desk Set.

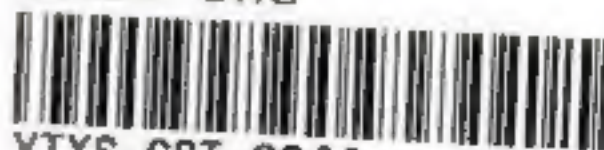


# Kensington

INCORPORATED

OF NEW KENSINGTON, PA.

This One



YTXS-CST-CGJJ



## "PROTECTING THE AMERICAN HOME"



The first permanent settler in Montpelier, Vermont, was Col. Jacob Davis who built a log cabin there in 1787. During the following winter, three of his children, a boy, fifteen, with two younger sisters, were marooned in the cabin for three months while their father was snowbound in Brookfield. Upon his return in the spring the children were found well and unharmed.

## Have you thought about Wife Insurance?

Every mother dreads to think what might happen to her children should she die before her husband.

Will the children receive proper care? Will they get the education they should? Will the home be kept together at least until the children are grown?

More and more women who have dependents are seeing to it that they have life insurance on their own lives. Thirty years ago few women bought

life insurance. Today, one out of every four policies of ordinary life insurance is owned by women!

*Wives please note:* Many a home could have been prevented from breaking up and the children sent to live with relatives—or elsewhere—had the wife insisted that her husband insure *her* life as well as his own.

For more detailed information, fill in the coupon below and mail to us.

## NATIONAL LIFE INSURANCE COMPANY HOME OFFICE— MONTPELIER, VERMONT

A Mutual Company, founded in 1850, "as solid as the granite hills of Vermont"

CLIP AND MAIL THIS COUPON

NATIONAL LIFE INSURANCE CO., DEPT. 115, MONTPELIER, VERMONT

Without obligation, please tell me how much it will cost to insure my wife's life.

My name..... Date of my wife's birth.....

Business or home address.....

## LETTERS TO THE EDITORS

Thyssen

Sirs:

You have done a public service by publishing the letters of Fritz Thyssen (LIFE, April 29). This man finds himself in the usual predicament of those who hope to sit in on a crooked game and get a square deal. By his own admission, it was Thyssen—his millions and his desire to make those millions secure—who made possible the regime that has finally proved his own ruin.

The fact that his own nephew died at Dachau carries its own warning and would seem to indicate that the mills of the gods are still grinding exceedingly small though somewhat slowly.

BARNIE F. WINKELMAN

Philadelphia, Pa.

Sirs:

Fritz Thyssen's state of mind can best be compared with the words of Goethe's sorcerer's apprentice when he exclaims:

*Master, great is the need!  
The ghosts which I invoked,  
I can not get rid of them now.*

PAUL WALTER

New York, N. Y.

Sirs:

Thyssen takes pride in having organized the passive resistance in the Ruhr and Rhineland. In view of the fact that the Rhineland and Ruhr were practically Thyssen's private property one wonders how much avarice was mixed in with his patriotism. Why did not Thyssen organize passive resistance in the forests of East Prussia that were turned over to Poland?

NORMAN BURNSIDE

Hollywood, Calif.

Sirs:

Mine should be but one of thousands of letters thanking you for the publication of Fritz Thyssen's letters and your own splendid comment about them. There should be a copy in every home. To me it is the finest thing that has come out of the war to date; it is something we have all been waiting to hear; it is a verification of our worst suspicions; and it acquaints us with a personality of courage, honesty and patriotism worthy of the highest honors.

MARGARET S. BROOKENS

Chicago, Ill.

Sirs:

Poor Fritz—played with "skunks" and expected a shower of perfume.

LEWIS I. GREENWALD

Detroit, Mich.

Sirs:

I read with great interest Fritz Thyssen's letters. At the same time I received *Das Neue Tage-Buch* of April 6, a magazine printed in the German language in Paris, France, which has an article "Thyssen Denies" stating that Thyssen himself declared that those letters don't originate from him. What's right? Are those letters authentic or not?

HERMANN HARTOCH

Wichita, Kan.

● The letter Thyssen repudiated was not one of those printed in LIFE. It was one published in *La Liberté* of Paris. LIFE's letters, as stated, were written by Thyssen.—ED.

K. U. Johnsons to Hollywood

Sirs:

I think you would be interested to know that the "beauty twins," Helen and Doris Johnson, who were featured in your Dec. 11, 1939 layout on University of Kansas women, are Hollywood-bound, thanks to LIFE. A Kansas City representative of 20th Century-Fox studios saw their pictures and immediately placed them under an

(continued on p. 4)

### "We All 'See Better' Now"

"It surely is a double blessing when I can light my house so much better and still save money—simply by using Westinghouse Mazda Lamps. And, because I know that better light means better sight, I always insist on these lamps that give brighter light longer."

75 AND 100  
WATT SIZES

Only 15¢

15, 25, 40, 50 and 60  
watt sizes also 15¢



Tune In "Musical Americana", NBC Blue Network, Thursdays, 8 P. M., E. S. T.; 7 P. M., C. S. T.; 8:30 P. M., M. S. T.; 7:30 P. M., P. S. T.



**FLASHING** across

Fashion's heavens

is the new

Phoenix shade

**ROCKET**

...a luminous, flattering shade

that actually glows...highlights

the newer costume colors.



PHOENIX  
HOSIERY

Phoenix Hosiery is

wear-protected by the

Double Vita-Bloom Process

...and 36,000,000 pairs have

proved that Phoenix loveliness

is truly inexpensive!

PHOENIX DOUBLE VITA-BLOOM PROCESSED HOSIERY						
79¢	89¢	\$1	\$1.15	\$1.25	\$1.35	\$1.95
PHOENIX NYLON HOSIERY				\$1.15	\$1.25	\$1.35



# Glamour's the word for You when your skin has this Fragrance men Love



Your womanly instinct as well as his eyes, both tell how alluring you are when bathed in the costly perfume of Cashmere Bouquet Soap—the fragrance men love.

WHEN it's a must that you be loved by a certain man, winning is twice as easy if your skin has the fragrance men love.

For nothing throws so much cold water on a man's desire, as an indelicate scent from your skin.

So remember, when you buy soap for the bath, Cashmere Bouquet has the fragrance men love. Yes, Cashmere Bouquet is the only fragrance of its kind, a secret treasured by us for years. It's a fragrance with peculiar affinity for the senses of men.

Massage each tiny ripple of your body daily with this delicate, cleansing lather! Glory in departure of unwelcome body odor. Thrill as your senses

are kissed by Cashmere Bouquet's exquisite, lingering perfume. Be radiant and confident to face the world!

You'll love this creamy-white soap for complexion, too. Its gentle, caressing lather removes dirt and cosmetics so thoroughly and leaves skin smooth and fresh looking. Use it to help reveal a smooth, exotic beauty in your neckline and shoulders.

So buy Cashmere Bouquet Soap before you bathe tonight. Get three cakes at the special price featured everywhere.

3 for 25¢

Wherever finer soaps are sold



## LETTERS TO THE EDITORS (continued)

option calling for their appearance in Hollywood by July 1 for screen tests.

The two sisters' approaching trip has the K. U. campus agog, interest in the outcome being heightened by the fact that both girls have accepted fraternity pins from two Mt. Oriskany swains. Everybody's wondering if the romances will last after the girls reach Hollywood. They're still getting correspondence



THE JOHNSON SISTERS

and publicity as a result of LIFE's pictures. The accompanying photograph shows 21-year-old brunette Doris (left) and 19-year-old blonde Helen on the steps of the Kappa Kappa Gamma sorority house, in which the "pinning" ceremonies took place.

THOMAS M. BOWLUS  
Lawrence, Kan.

### "Monitor" vs. "Merrimac"

Sirs:

I am 12 years old. I buy LIFE every week but in your April 29, 1940 issue saw an article on the battle between the Monitor and Merrimac and said that the Monitor won but when I had about that battle in history I read that during the battle the Monitor's turret was damaged and had to withdraw and the Merrimac could not follow because it went into shallow water. Of course I may be wrong but I think I am right. Thank you.

RICHARD E. FLYNN  
New Orleans, La.

● This historic first battle between ironclads on March 9, 1862, ended when a Merrimac shot hit the Monitor's pilot house and blinded the Federal commander. The Monitor withdrew. The Merrimac, after waiting around for her adversary to come back, went home. Thus the battle itself was a draw. But the Monitor prevented the Merrimac, which had defeated two Union ships the previous day, from breaking the North's blockade. Hence the Monitor is often judged the victor. The two ironclads never met again. The Confederate warship was scuttled two months after the battle. The Yankee "cheesebox on a raft" foundered in December in a storm off Cape Hatteras.—ED.

### Prop Pictures

Sirs:

I am haunted by the clever "trick props" pictures that you ran in LIFE for April 29 of stationary bowling pins "flying" through space, of the waitress falling downstairs "upside down," and of the pearl diver fighting a man-eating shark in a photographer's studio. So that I can sleep nights will you tell me where I have seen these pictures before?

WILLIAM CHILDRESS  
New York, N. Y.

● The bowling pins advertised Cutler-Hammer, Inc., the "upside-down" waitress advertised the "America Fore" Insurance and Indemnity



IN EVERY circle, there are women who lead and women who follow. That is how Tampax has spread so rapidly, from friend to friend, throughout the nation, until over 250,000,000 have been sold.

Perfectly by a doctor, Tampax is worn internally, thus solving many problems of monthly sanitary protection. It does away with chafing, wrinkling and "showing." Of course Tampax is invisible, and the wearer does not even feel it. Made of pure surgical cotton, it comes to you hygienically sealed. By a patented method, your hands do not touch the Tampax! It is dainty beyond comparison.

Tampax lets you dance without care and travel with a light heart. It cannot come apart and is easily disposed of. No belts, pins or odor. Now sold in three sizes: Super, Regular and Junior. At drug stores and

notion counters. Introductory box, 20¢. Large economy package (4 months' supply) saves up to 25%.

Accepted for Advertising by the Journal of the American Medical Association.



TAMPAX INCORPORATED  
New Brunswick, N. J.

Please send me in plain wrapper the new trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below:

( ) REGULAR ( ) SUPER ( ) JUNIOR

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

(continued on p. 11)



*I am that versatile King Can—  
Marvelous things I do for man  
Like bringing food from far and near,  
And then I quickly disappear!*



## I'm a big help to the little fellows

"I specialize in infant feeding . . . I bring to tiny babies pure, wholesome evaporated milk that the doctor prescribes. It is rich in minerals, like calcium and phosphorus, which build strong bodies and sound teeth. And it contains vitamins, protein, fat and carbohydrates, too. . . . And not only milk . . . I bring the little fellows a large variety of finely strained, carefully prepared vegetables for small but growing appetites. . . . Manufacturers of evaporated milk, or baby food, may well be proud of their

products. Their scientific production of nutritious foods for little stomachs has successfully met a great need. And can making science supplies the ever dependable protector for safe packaging of such important foods. . . . So, even the lowly tin can

attains dignity . . . that's why I'm called King Can. New processes pioneered by Wheeling Steel have produced a better tin plate, DUCTILLITE Tin Plate, and cans of increased safety and dependability are the result. . . . It's Wheeling Steel!"

Listen to the Mill Whistle!  
Every Sunday—4 PM (EST)—  
"The Musical Steelmakers"—  
Mutual Broadcasting System,  
From Coast to Coast.



# Ductillite

WORLD'S FOREMOST TINPLATE

REG. U. S. PAT. OFF.





Two separate rings, one on either side of his mouth, are blown by Pichel at one puff. As smoke flows out of his mouth, he blows gently at the last second to form the two rings.



Blowing one ring through another is a Pichel specialty. First he blows a large ring, then a smaller one, shown here just after it has passed through the first ring, without ruining the latter's shape.

## ***SPEAKING OF PICTURES***

***... THESE SHOW "THE CHAMPION SMOKE-RING BLOWER OF THE WORLD" IN ACTION***

This is the story of a filling-station proprietor who smoked cigars and had time to burn. Eighteen years ago, while waiting for customers, Bert Pichel of Cincinnati began smoking cigars and blowing smoke rings. The worse business became, the more smoke rings he blew. By 1939 he became so proficient that he turned a pastime into a profession.

Today Pichel is the self-styled "champion smoke-



To demonstrate accurate aim and control, Pichel's props include two miniature trapeze rings through which he blows a smoke ring that speeds directly through the center of both.



A figure 8 is blown by Pichel. First one he blows one ring onto a table, then very quickly blows another ring on top of the first. The rings merge for a split second to form a figure 8.





**Pichel sniffs** part of a smoke ring back into his nose, cutting the ring in half (above). He can also sniff the whole ring back and expel it again through his mouth as a full-fledged smoke ring.



The "halo" ring is difficult because rings as large as this one are not easy to blow. After blowing ring, Pichel puts his head under it, eyes his creation with astonishment.

ring blower of the world." On one puff he can blow 27 sizable smoke rings in succession. At the drop of a match he blows rings, like those shown here, before night-club audiences and luncheon groups. He can make smoke rings sink to the floor, merge into a figure 8, form a halo for his head.

Before each stunt he takes practice puffs, smokes an average of 20 cigars a day and often gets sick.

His chief dread is that he will be asked to perform in a drafty room where air currents twist his smoke rings out of shape. To guard against air currents, he prefers to work in a Pliofilm tent.

Pichel's technique is to curl his tongue, then puff hard for a large smoke ring, gently for a small one. By shaping his lips he controls the direction of the puff. "My lips," he says, "are remarkably developed."



**Into a large ash tray** settles a ring blown by Pichel. He stands motionless so that air currents won't waft the ring away from target.



**Hat trick.** He blows a small ring that "hits" table and enlarges. Then he puts hat through expanding ring.



**"Defying the law of physics"** which causes smoke to rise, Pichel with a mighty puff makes ring sink towards the floor.





The RAMBLER, S-919  
\$8.95

The WALL, S-934  
\$10



ESTABLISHED 1892

*We're old enough to know...*

THAT SUCCESS DEPENDS UPON SATISFACTION

Florsheim is the largest, as well as one of the oldest, makers of men's quality shoes in America . . . and it's no accident—because this business was built, one pair at a time, by satisfying the needs of each individual customer. Today more men wear Florsheim shoes than any other quality make, because Florsheim gives them more for their money—in style, fit, and extra wear.

Genuine White Buckskin Styles, \$10 and up  
Most Styles \$8.95 and \$10

*THE Florsheim SHOE*

THE FLORSHEIM SHOE COMPANY, Manufacturers, CHICAGO  
Makers of Fine Shoes for Men and Women



The ECLIPSE, S-929  
\$8.95

The MAJOR, S-914  
\$11

## SPEAKING OF PICTURES

(continued)

A great twist in Pichel's turn as a professional smoke-ring entertainer comes when slim Selma Peal, aged 18, steps forward, sits down on a pile of blocks and extends a leg in Pichel's direction. Then Pichel, standing about a yard away, takes a deep puff on his cigar and lets go a perfectly rounded smoke ring aimed at Miss Peal's toe. Floating slowly through air without losing its shape, the ring settles gently around its target (below).



As the girl extends her leg in Pichel's direction, he blows a well-aimed smoke ring towards her pointed toe. The girl is a professional dancer known as Roberta.



The smoke ring slips around her toe without breaking its shape. For his demonstrations Pichel smokes a free-drawing 10¢ cigar, preferably mild to protect his throat.



# 50 YEARS A FAVORITE!



★★★ and famous for  
flavor-aged goodness!

In America it's been "Clicquot Club!" for three generations. Because of its lasting sparkle and the extra goodness that comes from *flavor-aging*, this fine old ginger ale enters into entertainment with a quality all its own. Its bubbles never say die. And you'll never say "enough," once you've tasted its delicious refreshment. You'll be enthusiastic, too, about the Sparkling Water (Soda) the Clicquot Club Eskimo offers... a superb mixer!

## **Clicquot Club Ginger Ale is flavor-aged!**

The flavor-ingredients of Clicquot Club Ginger Ale—choice Jamaica ginger and fine flavorings for its rare bouquet—are blended and allowed to age at least six months before water and sugar are added. The result is a uniform taste of wonderful delicacy and balance. You'll like it!



## **Clicquot Club's lively Sparkling Water (Soda) has bonded carbonation**

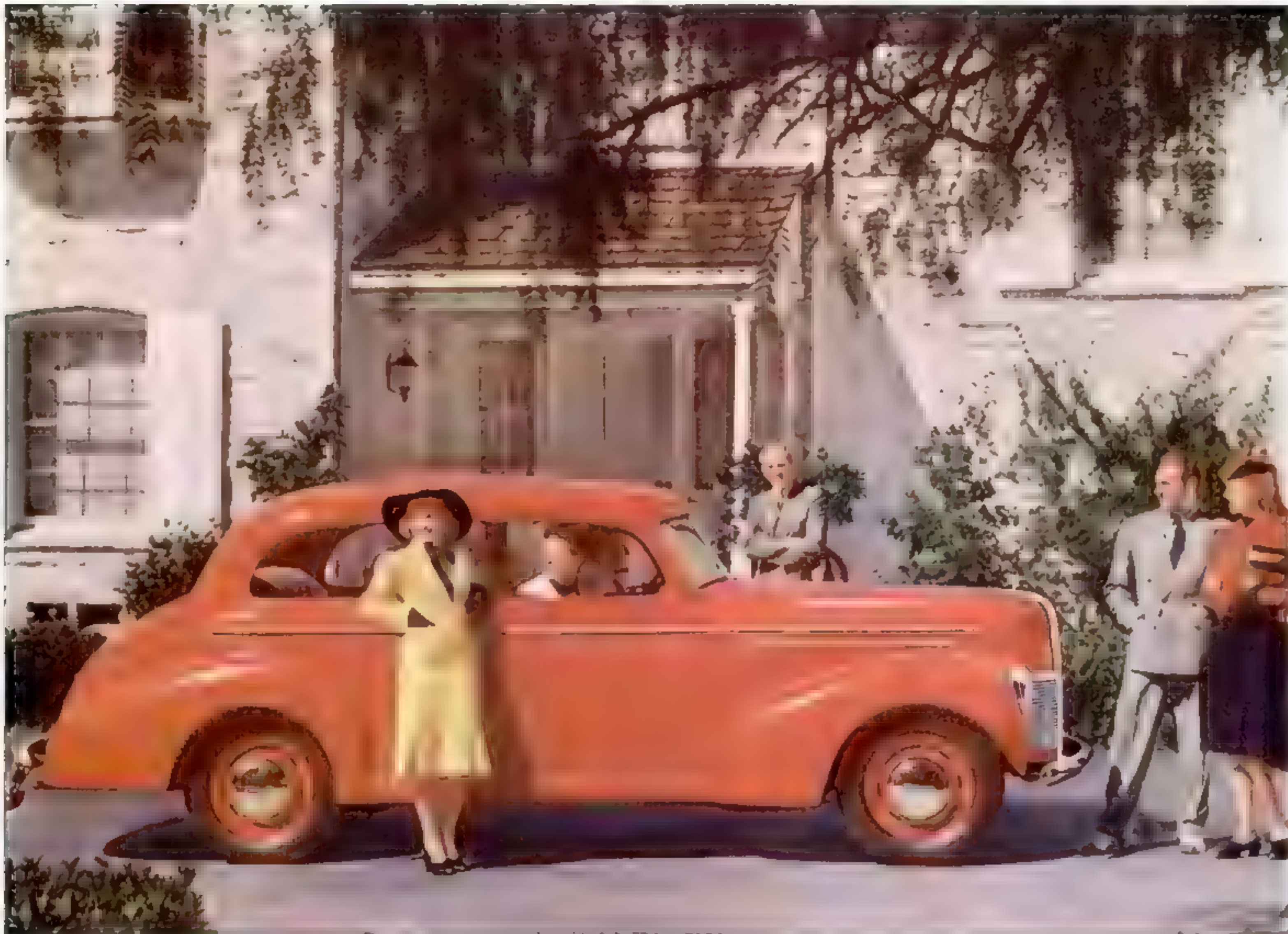
Bonded carbonation makes Clicquot Club Sparkling Water (Soda) a splendid mixer. Clicquot's method of regulating carbonation assures complete infusion of tiny bubbles in this pure, crystal-clear water. That's why Clicquot Club Sparkling Water (Soda) keeps a drink fresh and lively down to the very last sip.



# Clicquot Club

PALE DRY GINGER ALE • GOLDEN GINGER ALE  
SPARKLING WATER (SODA)





Illustrated above: 1940 Studebaker Champion Club Sedan \$700 delivered at factory



You relax at ease in a Champion! It's the only lowest price car with planar independent suspension which levels off the roughest roads and keeps the car from swaying on the turns. Finest hydraulic shock absorbers complete the job of assuring you delightful riding comfort.



You enjoy low repair cost and high re-sale value in a Champion because it's built with conscientious care by Studebaker's 7,000 master craftsmen. They average 42 years of age and over 12 years on their Studebaker jobs. There's no other group like them in the automobile business.

## You travel in style and revel in money-saving with this STUDEBAKER CHAMPION

*Priced on a level with the 3 other large-selling lowest price cars*

**M**OST smart things you buy may be expensive. But not this stunningly beautiful, distinctive Studebaker Champion.

Here, at a lowest price, you get a true-blood team mate of Studebaker's famous Commander and President—the only lowest price car in the world styled inside as well as outside by that ace of designers, internationally famous Raymond Loewy.

And to make you still prouder of your good judgment in picking a Studebaker Champion, you're saving consistently on gasoline, oil, tires and mechanical upkeep—as well as original equipment—in this most talked-about lowest price car.

**\$660**

for a Champion coupe delivered at the factory, subject to change without notice

Motorists who have owned other cars say this Studebaker Champion is the best riding, easiest handling car they ever drove. It has officially beaten all other largest selling, lowest price cars in gas economy.

See your local Studebaker dealer now and see how easily your present car's value helps you become a proud Studebaker Champion owner. C.I.T. terms.



**CHAMPION SCORES SWEEPING GAS ECONOMY VICTORY!**

Averages 29.19 miles per gallon officially! With expert drivers and low-extra-cost overdrive Studebaker's 3 great cars finished 1-2-3 over all cars in this year's Gilmore-Yosemite Economy Sweepstakes. Per gallon averages: Champion 29.19 miles — Commander 24.72 miles — President 23.40 miles.



**HURRY  
HURRY**

The supply is limited

**4 "EXQUISITE" \$1.00**  
SALAD FORKS

REGULARLY \$2.00

at your silver  
dealer's now!



**LIMITED OFFER** to introduce "Exquisite," newest pattern of Wm. Rogers & Son, product of International Silver Company. Get YOUR set of four lovely salad forks from your dealer TODAY!

"EXQUISITE" comes in **PIECES-OF-8!**  
Complete set of 44 gorgeous pieces  
eight of nearly **\$24.95**  
EVERYTHING only

**WM. ROGERS & SON**  
BY INTERNATIONAL  
"It's Original Rogers!"

## LETTERS TO THE EDITORS

(continued)

Group, the pearl diver and shark advertised the Fisk Tire Co. Sleep well, Mr. Childress—ED

### Misplaced Bridge

Sirs:

Yvonne Pène du Bois handled "a lot of things at once" with a great deal more accuracy in her painting *East River* reprinted on page 62 of LIFE, April 29, than your captionist, who has grossly insulted the Brooklyn Bridge by calling it the Williamsburg Bridge. The bridge to the right in the picture could not be the Williamsburg Bridge.

Is it possible that the painting was made from the windows of Apartment 1B 12 in Kluksbocker Village, an apartment I once occupied?

J. R. KRANZ

New York, N. Y.

● Miss Pène du Bois, who made her painting from Apartment FC12, painted the bridges accurately. LIFE's caption had them wrong. Below is the painting with Manhattan Bridge at left, Brooklyn Bridge at right.—ED.



### Politeness in Quito

Sirs:

My father Leo Pick, Quito, Ecuador, writes in his letter of April 19:

You have subscribed for me the very nice magazine LIFE. In order to get my mail I have to go the post office. When I come I see the office girls have opened my printed matters and look at the LIFE. When they saw me no embarrassment at all, rather general pleasure. The public waits until the girls have finished reading and then the service begins again. All people are very polite.

LUDWIG H. A. PICK

Seattle, Wash.

### Central Wreck

Sirs:

It was with a mixed feeling of pity and disgust that I read your article on page 32 of the April 29 issue regarding the wreck of the New York Central *Lake Shore Limited*. In placing the blame for the wreck on Engineman Jesse Earl, you showed a colossal amount of ignorance and stupidity. The experts of the railroad, the ICC and the Public Service Commission have as yet been unable to determine the cause. But one fact we do know it was not caused by excessive speed.

Engineman Jesse Earl had a splendid service record. For 34 years he had piloted trains over the Mohawk Division between Syracuse and Albany, N. Y., of which this curve is a part. Does it not seem strange that with a month longer to go to his well-earned pension, he would deliberately put this curve at high speed risking his life as well as his job?

STANLEY W. CADWELL,  
Engineman

Syracuse Division  
New York Central System  
Solvay, N. Y.

Sirs:

Before the ICC was given an opportunity to issue a report, Jesse Earl was branded Public Enemy No. 1. A speedometer was found indicating a 59-m. p. h. rate of speed and this slim evidence was

(continued on p. 12)

**For  
the Bride  
ON HER DAY**

**Sunbeam  
MIXMASTER**

CAN YOU IMAGINE ANY GIFT  
SHE'D LOVE MORE?

**SIMPLY Dial  
YOUR FAVORITE  
RECIPE**

The ten every day  
mixing speeds  
are all plainly  
indicated on  
the exclusive new  
MIX FINDER dial—  
easy-to-set and  
easy-to-see. Simply  
scientifically right.  
Only Mixmaster has it.

Give her freedom from the tiring  
arm-work of cooking, baking,  
getting the meals every day

Whether it's a June wedding or a Silver Anniversary, you have the perfect gift for Her in Sunbeam Mixmaster, the great kitchen labor-saver.

Women really appreciate the countless, wearisome tasks Mixmaster takes off their hands. Easy to use—plenty of power—built to last. And the whole family enjoys the doubly-delicious foods that it brings to them, so quickly, so easily.

Feather-light cakes, pop-overs, cookies, muffins... creamy-fluff mashed potatoes... fine-textured batters of all kinds... velvet-smooth icings, sauces, dressings... oranges juiced in a jiffy—no end to its usefulness every meal, every day.

There's only ONE Mixmaster, the one preferred by women everywhere. Mixmaster, complete with two lovely bowls and juice extractor, \$23.75. (West of Denver, \$24.50.) On sale wherever good electric appliances are sold.

Made and Guaranteed by CHICAGO FLEXIBLE SHAFT COMPANY, 5688 Roosevelt Rd., Chicago, Ill. Canada factory, 321 Weston Rd., So., Toronto. 51 Years Making Quality Products.

REMEMBER  
YOUR OWN BRIDE ON  
HER ANNIVERSARY  
WITH THIS GIFT OF GIFTS

Famous for **Sunbeam** TOASTER, IRONMASTER, COFFEEMASTER, SHAVEMASTER, etc.



INTRODUCE YOUR FEET...

# TO Easy Street

YOUR idea of "Easy Street"—is it smartness, fine quality, comfort, extra miles of wear? Portage gives you ALL FOUR. Portage Boulevard Shoes for their rugged, youthful *swank*...Portage Porto-Ped Shoes for real *air cushioned* comfort. Visit the Portage Dealer...enjoy life on Easy Street.

PORTAGE SHOE MFG. COMPANY • MILWAUKEE, WISCONSIN



\$5 to  
\$7.85

PORTAGE Boulevard Shoes  
\$5.00 to \$6.00  
PORTAGE Porto-Ped Shoes  
\$6.00 and \$7.00

# PORTAGE

SHOES FOR MEN

## LETTERS TO THE EDITORS (continued)

fed to the public as the direct cause of the accident.

Jesse Earl, crack engineer of the New York Central, knew every inch of the road. On this trip he had the road inspector with him. No fool would risk spoiling the perfect record he had behind him with a road inspector at his elbow!

He would have leisure hours with his little son when he retired in a few months. These would make up for his long absences from home spent in safely transporting his passengers to their respective destinations.

JANE WILLIAMS

New York, N. Y.

● Testifying at the coroner's inquest, Andrew Bayreuther, who rode in the locomotive cab with Earl and survived the wreck, said that Earl had reduced speed but "maybe he did not make a heavy enough reduction when he applied the brake."—ED.

### Bright Spot

Sirs

Many months ago you published in LIFE (Feb. 27, 1939) a photograph of a colored gentleman whose mouth was filled with billiard and golf balls.

This photograph has been of immeasurable service in the city room of the World-Telegram where I work. I pasted it on a crude board backing and have kept it handy ever since.

Whenever a man comes in with a hangover, suffering from wife trouble, money woes, or any other of the multifarious burdens of this world, I whip it out and show it to him. It has never failed. They laugh and they keep on laughing.

The thing has become by now an office institution. People who arrive downcast, saddened by their shua beaten by the perbudy of their fellow man,



"WORLD-TELEGRAM" OFFICE INSTITUTION

come to my desk and groan, "Let me see 'im." I pull him out and their faces brighten and they laugh.

My original is getting dog-eared and dirty. Please print him again.

H. ALLEN SMITH

New York, N. Y.

### "E" in "Trelawny"

Sirs

I should like to assure Christopher Morley and his two co-writers who objected to putting an "e" in Trelawny (LIFE, April 22) that at least there is nothing wrong with Bertrand Russell's spelling. Trelawny may be correctly spelled with or without the "e." My great-grandfather, Sir William Trelawny, Bart., being a bluff hunting man, considered the extra "e" as fiddle-faddle, but that is no reason why his more artistic brother should not sign himself Trelawny.

MARGARET TRELAWNY  
HENDERSON

Vancouver, B. C.

## Cool Shaves

"rescue" burning  
cheeks and chins!



Until you know Ingram's lather—cool and bracing Ingram's—you don't know how free from shaving irritations your morning shave can be.

For Ingram's formula is different! It's COOL—deliberately planned COOL to help condition your face for shaving while it wits the fight from the toughest beard!



Cleanly and crisply your razor speeds through those limp whiskers. And all the time you feel that soothing Ingram's touch—comforting and COOL, COOL—COOL! No lotions need apply.



Your face comes up smiling—smooth and refreshed and stays that way for hours. Get the tube or jar at your druggist's—both give you the same economical cream. Try Ingram's, TODAY!

## INGRAM'S SHAVING CREAM

IN TUBE OR JAR



# THE MODERATION HOUR



## GOOD BEER AND ALE

*in wholesome, modern taverns, offer Americans  
pleasant, inexpensive relaxation!*

More and more Americans are enjoying the hours of relaxation in the company of good beer and ale... *the beverages of moderation.*

We of the Brewing Industry want to protect your right to do this... by making sure that the *place* where you buy beer is as wholesome as beer itself. We have developed a plan to "clean-up or close-up" any anti-social retail establishments that may exist.

This plan is now in effect in a number of states and is being extended to others as rapidly as possible. We'd like you to know about it... as well as other interesting facts about beer and ale.

May we send you an informative free booklet? Write: United Brewers Industrial Foundation, Dept. A14, 21 E. 40th St., New York.

**BEER'S TAXES 1939**  
(Federal State and Local)  
**\$411,596,780**

THAT'S MORE THAN \$1,000,000 A DAY!...to help pay the costs of government. In some States, beer and ale taxes are earmarked for the support of schools, public health, and care of the aged.



SWEET OR DRY, DARK OR LIGHT... TAKE YOUR CHOICE. There are many types of beer and ale... many variations of taste. It's a good idea, and a pleasant experience, to experiment until you find the type you like best.

**BEER... A BEVERAGE OF MODERATION FOR THE NATION**







**MEN! HERE'S  
ANOTHER CHANCE  
TO TRADE-IN  
YOUR OLD JALOPPY  
RAZOR FOR \$2.75**

**HUNDREDS OF THOUSANDS  
OF SMART HOMBRES  
SNAPPED UP THIS JUICY  
TRADE-IN DEAL LAST FALL  
... NOW IT'S ON AGAIN!**



REPEATED BY POPULAR DEMAND

# SCHICK OFFERS YOU \$2.75 FOR YOUR OLD RAZOR

**To introduce to you an  
amazing new hi-speed dry shaver**



THE NEW **SCHICK**  
HI-SPEED **"CAPTAIN"** DRY SHAPER

REGULAR PRICE \$12.50  
YOUR RAZOR 2.75  
NET ONLY \$9.75

WHISK-IT \$1.00 EXTRA

**FOR A LIMITED TIME ONLY**  
you get \$2.75 for any old razor

BY INSISTENT demand Schick Dry Shaver repeats—for a limited time only—this amazing trade-in offer.

And if you're one of those wiry-bearded mules who don't believe a dry shaver can do your shaving job as fast, clean and close as a blade-type razor, here's a special challenge for you—that removes all risk and gamble.

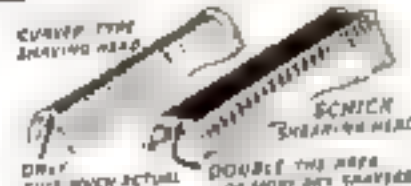
**Faster, closer shaves—or your money back in full!**

Use the hi-speed "CAPTAIN" for 30 days. If it doesn't give you the fastest—closest—best shaves of your life your dealer will return your money in full after 30 days' trial. Don't miss this chance to own a genuine Schick Dry Shaver at a remarkable saving. Act now!

SCHICK DRY SHAPER, INC., STAMFORD, CONN.  
Schick Dry Shaver has been a connection with and in the minds of the Schick Electric Razor Co. since the Schick Electric Razor Co. was founded in 1906. It is the only Schick Dry Shaver made in the U.S.A. by the Schick Electric Razor Co., Stamford, Conn.

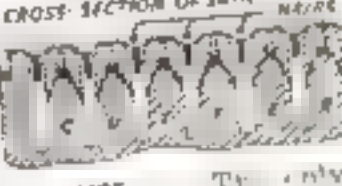
**NO OTHER DRY SHAVER GIVES YOU THESE AMAZING FEATURES**

**1**



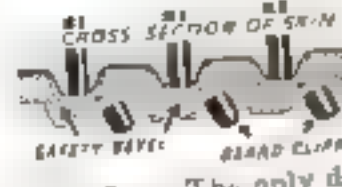
**FASTER SHAVES**  
The only dry shaver that shaves with the full cutting area in a single stroke. No whiskers. No beard. Faster shaves.

**2**




**CLEANER SHAVES**  
The only dry shaver with the full cutting area in a single stroke. No whiskers. No beard. Faster shaves.

**3**




**SAFER SHAVES**  
The only dry shaver with the full cutting area in a single stroke. No whiskers. No beard. Faster shaves.

**4**



**THE KING OF DRY SHAVER MOTORS**  
Fast, powerful, in a powerful, it will cut. Fast, powerful, in a powerful, it will cut. Fast, powerful, in a powerful, it will cut.

**5**



**PLEASANTER SHAVES**  
The only dry shaver that shaves with the full cutting area in a single stroke. No whiskers. No beard. Faster shaves.

**6**

**SAVE AS MUCH AS \$5.00 TO \$10.00 A YEAR**  
The new Schick Captain shaver for use within 2 years. No blades. No brushes. No shaves. Nothing to buy. Costs practically nothing to run. But for years of trouble-free service and faster, cleaner shaves.

**ANY DEALER DISPLAYING THIS SIGN, "THE CAPTAIN" ... IS AUTHORIZED TO CASH IN YOUR OLD RAZOR ON THIS OFFER**

## FROM LIFE'S CORRESPONDENTS

### Bratt on War

[Colonel Karl Axel Bratt, the writer of this dispatch, is a member of the Swedish general staff. He has been known to American readers since 1931 when in *That Next War* (Harcourt, Brace, \$2.50) he prophesied that the infantry of the future would move in small, motorized units and that supremacy in the air would decide the issue.—ED.]

### Stockholm

The battles in Norway were the first occasion in the history of warfare that the full striking power of land, sea and air operations encountered each other within a limited area. Although the Allies secured mastery of the open sea as far as Norway's southern point and carried out considerable disembarkations on land more rapidly than had been anticipated, the campaign was nettled by the fighting on land and this in turn by the struggle in the air. The Germans possessed superiority in the air because they had closer bases in Norway and Denmark.

On land, interest was concentrated in the fighting around Trondheim and in the German attempt to gain communications by land between Oslo and Trondheim. This lightning advance with armored units broke the resistance of untrained, ill-equipped Norwegians as it had previously broken the resistance of the Poles. Not even the blowing up of bridges seemed to halt them.

In many cases this campaign was carried out by young Storm Troopers carrying personal equipment that weighed not less than 95 lb. It seemed scarcely probable that the German advance units working their way up the Gudbrands Valley and opposed by Allied troops should have succeeded in forcing their way through to Trondheim. But the violent German effort to obtain control of the strategic region around the Dombås railroad succeeded after German bombardment totally demolished the Allied landing at Namsos and damaged the other landing point at Åndalsnes.

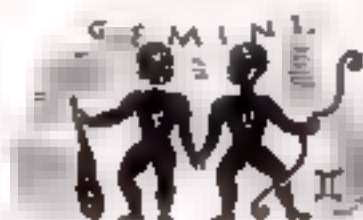
The German air attack at Namsos constituted a new Guernica and left it a smoking ruin, bearing brutal and cruel evidence of the effects of totalitarian war. If the Allies had been able to force an entrance into Trondheimsfjord, the result might have been different, but this entrance was blocked by the Agdenes fort which fell into German hands without a struggle from its Norwegian garrison on the first day of the invasion.

To offset the air superiority that the Germans enjoyed in Norway, the British air force flying in from England and from aircraft carriers off the Norwegian coast repeatedly tried to destroy the newly constructed air-drome at Stavanger, the airport at Kjeller and the Fornebo landing field at Oslo. These attacks apparently were not crowned with any great success to judge by the continued German air activity in Norway, which finally forced the Allied troops to re-embark from Namsos and Åndalsnes and concentrate their efforts far to the north at Narvik.

COLONEL KARL AXEL BRATT

(continued on p. 16)

## BORN BETWEEN May 21 and June 20?



Your sign is Gemini. You're restless, alert, intelligent. You value your time. To you promptness is important. What finer birthday gift could you get than a Hamilton. The watch of railroads and accuracy?

FREE! Horoscope booklet for every month of the year. Write to the Hamilton Watch Company, 55 Columbia Ave., Lancaster, Penna.

Hamilton's experience building watches for railroad men insures precision, reliability, accuracy in every other size and grade Hamilton makes.

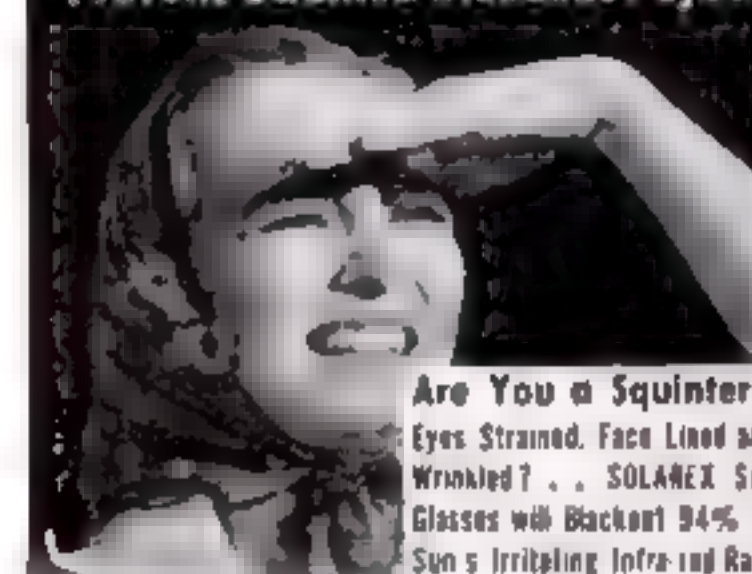
Left: ROSE, 19 jewels, 14K natural or coral gold-filled, \$55. Right: EVELYN, 17 jewels, 14K natural gold-filled, \$45. Others from \$37.50 to \$50.00.

Hamilton

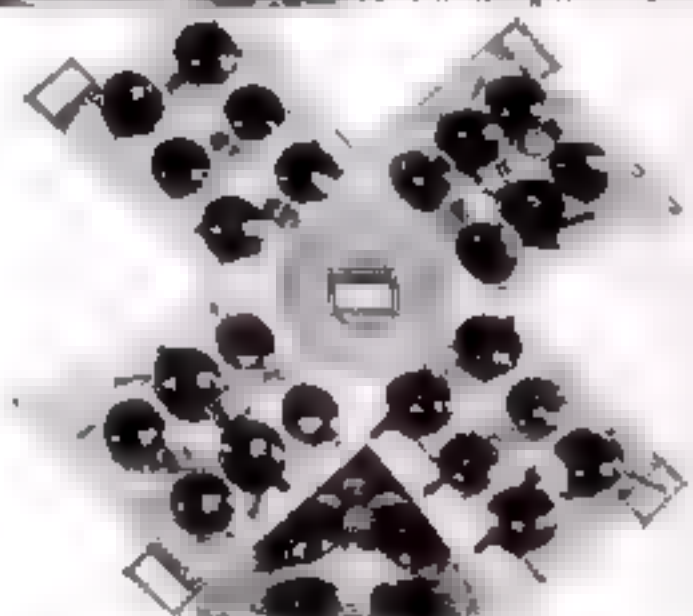
THE WATCH OF RAILROAD ACCURACY

## SOLAREX

Prevent Strained Bloodshot Eyes



**Are You a Squinter?**  
Eyes Strained, Face Lined and Wrinkled? ... SOLAREX Sun Glasses with Blackout 94% of Sun's Irritating Infra-red Rays



For Men, Women and Children 39c, 49c, 59c  
Look for the SOLAREX Displays at Sun Glass Counters

## SUPER SOLAREX

Perfect Ophthalmic Lenses,  
Finest Quality Made  
Retain Natural Outdoor  
Color \$2.75, \$2, \$2.25



**BACHMANN BROS., INC., EST. 1833**  
1420 EAST ERIE AVENUE, PHILADELPHIA



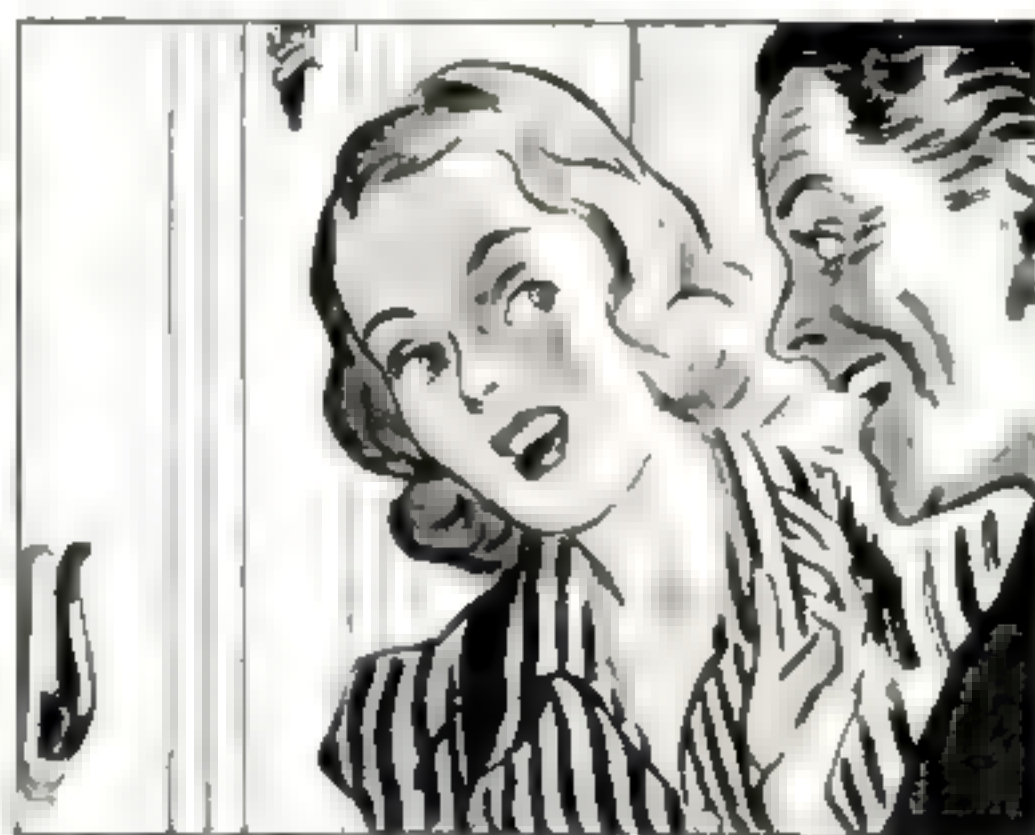
# "It's his second...let's ask him why he picked a Servel Electrolux this time!"



"Uncle Harry's a smart old boy," says Mary to me. "If he chose the refrigerator that freezes with **NO MOVING PARTS** for his *second*... maybe we should choose it for our *first*!"



**1** "No moving parts to wear," he explains, when we ask him, "How come?" "You see, this freezing system hasn't any machinery. It simply can't wear or lose efficiency. And that means there's nothing to cause noise, either. Just listen to Servel Electrolux!"



**2** "Can't hear a sound, Uncle," we agree. "Is Servel Electrolux *always* silent like that?" "You bet it is," he tells us. "And it's the *only* refrigerator I know of that is. You don't hear anything now—and you never will."



**3** "Look at these savings, too!" he beams, showing us his bills. "They're *something*. Other refrigerators may be pretty inexpensive to run when new, but I can tell you it takes one without moving parts to keep right on running for just a few cents a day."



**4** "A tiny flame does all the work," adds Uncle Harry. "That's Servel's secret. And should the gas flame ever need adjustment, you can depend on your own gas company for prompt service facilities. Do you wonder I changed to a Servel Electrolux this time?"

## Whether it's your second... or your first... be wise to values too!



Get all the facts—Ask these questions when you buy... You'll find that only with Servel is the answer "Yes" to every one:

- |                                           |                                               |
|-------------------------------------------|-----------------------------------------------|
| 1. Will it be permanent-ly silent?        | 4. Does it have every worthwhile convenience? |
| 2. Will it give us longest service?       | 5. Are we assured of dependable service?      |
| 3. Will it save us money year after year? | 6. Can we—right now—afford it?                |

*Important*

IF YOU LIVE BEYOND THE MAINS, THERE ARE MODELS TO RUN

**ALSO ON BOTTLED GAS, TANK GAS OR KEROSENE**

Write for details to Servel, Inc., Evansville, Ind.

The  
**SERVEL**  
ELECTROLUX  
*Gas Refrigerator*

**YES! PEOPLE WITH EXPERIENCE ARE CHANGING TO SERVEL!**



We changed to a Servel Electrolux because we were tired of noise—also, because we heard it cost very little to run. I can truthfully say that our gas refrigerator lives up to everything we expected of it.

—Samuel G. Bell, 5248 LeMay Ave., Detroit, Mich.



We're certainly glad we switched to a Servel when we bought our new refrigerator. You never hear the slightest noise with it. And there are no moving, wearing parts to worry about.

—Mrs. Arthur Pohl, 1558 South 15th St., Milwaukee, Wis.



**Builds Up  
Your  
Car's  
Beauty!**



### PRESERVES FINISH FOR YEARS

Simoniz not only keeps cars looking new. It makes them more and more beautiful. Each application of Simoniz improves the lustre. It protects and makes the lacquer or enamel last longer. Stops weather, dirt, and the sun's rays from dulling and destroying these finishes. Besides, a Simonized car is easily kept clean with a dry cloth. So, to save your time and car's beauty—Simoniz! If the finish is dull use Simoniz Kleener first. It quickly restores the natural lustre and color. But remember, the sooner you Simoniz your car the better. Do it today!

MOTORISTS WISE  
**SIMONIZ**  
MAKES CARS STAY BEAUTIFUL



Always insist on world famous Simoniz and the wonderful Simoniz Kleener. Sold at hardware, drug, grocery, and auto supply stores, filling stations, and garages everywhere.  
THE SIMONIZ COMPANY, CHICAGO, U.S.A.

## FROM LIFE'S CORRESPONDENTS

(continued)

### War in a French Chateau

[The Countess de Forceville, who wrote this disarmingly frank letter, was a fixture in New York society until the start of the War when she returned to her chateau in France after her husband was mobilized. For 17 years she had worked at Bergdorf Goodman, Fifth Avenue's fashionable store. She is shown in the cut below with Baron Hans Doblhoff, enjoying an early morning snack at El Morocco before the War.—ED.]

Chateau de Forceville  
Picardy

I am settled in a lovely, enormous, dilapidated 17th Century chateau. What a change after 17 years of life in New York. I whose dream in life has always been to live on top of a movie-picture house in the middle of Broadway am now living in that dreadful thing called "real country."

I have descended from Bergdorf Goodman's high luxury trade to the farmyard and all I know about land is what I read in *The Good Earth*, which I can hardly apply to the soil of Picardy, and all I know about Picardy is the song *Roses of Picardy*. I who never knew the difference between a cabbage and a lettuce except in a kitchen am now working in my vegetable garden



COUNTESS DE FORCEVILLE

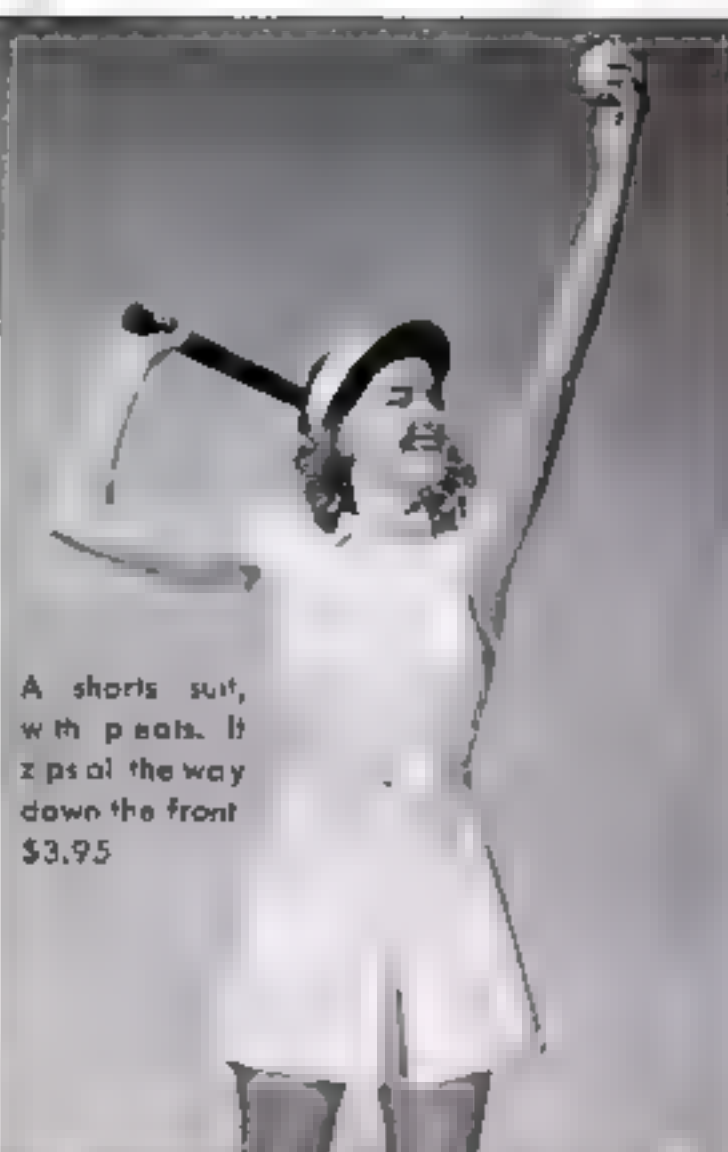
and running a big farm—over 100 acres—without the help of a man.

You should see me tramping over fields in ski pants and high rubber boots. As you know, I have never suffered from shyness and could have walked quite undisturbed into the Court of the Czars, but now I find myself blushing when I speak to a farmer and trembling when I talk to a cattle dealer. The other day I sold two cows. It almost gave me nervous indigestion.

I also have to do the accounts for the entire place, I who have always hated figures and have never been able to balance my checkbook. Truly everyone of my weak spots is now being unmasked.

Not long ago M. le Curé called. He closed the door, sat down very pompously and looked uneasy. "Madame la Comtesse," he began, "I have come to ask you to dismiss your Pole although he is the last laborer left on your place. His morals are scandalous. He is living with two of the women on the farm." I gave a sigh of relief and replied, "M. le Curé, how can I dismiss the Pole? He is my most precious possession. If he goes who will drive the horses, plow the fields? Frankly, I would not care if he made love to the

(continued on p. 18)



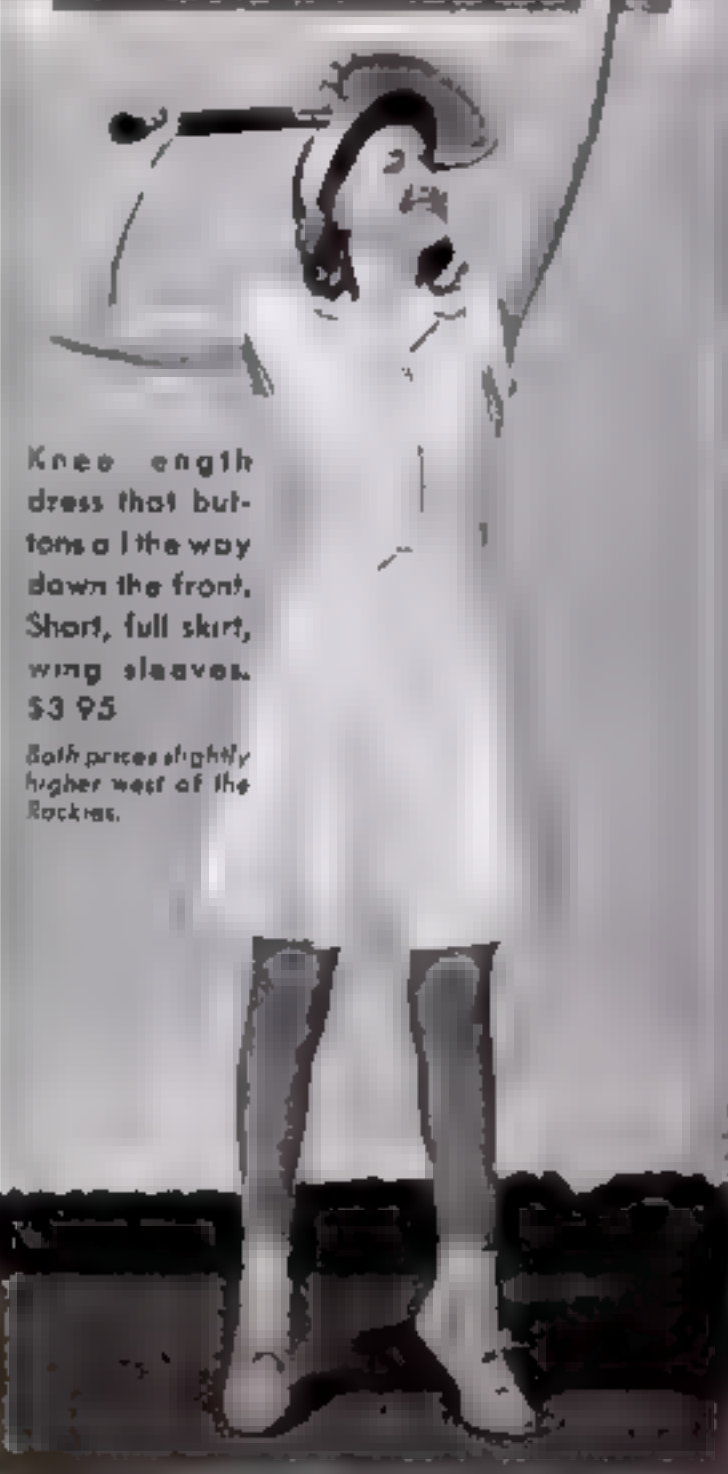
A shorts suit, with pearly. It zips all the way down the front \$3.95

play  
in  
**SINGLES  
DOUBLES**

in white  
pre-shrunk  
pique by tom boy

Whether you play best in a shorts suit or in a knee-length one piece dress, TOM BOY answers the problem in well tailored models of becoming style.

Sold by  
**BEST & CO.**, New York  
and good stores everywhere.  
For the name and address of one nearest you, write Shreve, Rayner & Stone, Inc., Baltimore, Md.



Knee length dress that buttons all the way down the front. Short, full skirt, wing sleeves. \$3.95

Both prices slightly higher west of the Rockies.



# TEARS IN LOWER SEVEN!



Mile after mile, that train hummed along—and you'd think my heart would be singing, too! Off for a week end at the Academy and yet I was sunk! Why, *oh why*, would this super-swell invitation come at a time like this! I curled up on my berth and cried!



And that's when Judy popped through the curtains. "Oh, you ninny," she laughed as I sobbed out my story, "what if it is the wrong time of the month? It's plain old-fashioned to let chafing get you down nowadays. Bring your box of napkins into the dressing room while I fetch *my* kind and I'll show you a thing or two!"



And two minutes later, Judy was cutting up one of my napkins and then she cut a Modess pad. "There—just feel the difference!" she cried. "Modess is *softer* because it's made of *fluff*, instead of papery folds. And Modess stays softer, darling, because it now has 'moisture zoning'." Well . . .



You bet your boots I borrowed Judy's Modess. And what a glorious week end! I danced, I played tennis, I went sailing—so comfortable and carefree—I practically forgot the time of the month. Take it from me, now that I know what a difference *fluff* makes, I don't wonder *Modess is winning more new users than any other napkin!*

Cut a napkin made of papery folds—then cut a Modess pad—and feel the difference! No close-packed layers in Modess—but gentle, downy-soft fluff! So absorbent, this fluff is a miracle of protection. So soft, it's a miracle of comfort! And that isn't all . . .

*Fluff is softer!*  
Modess is made of fluff

instead of papery folds

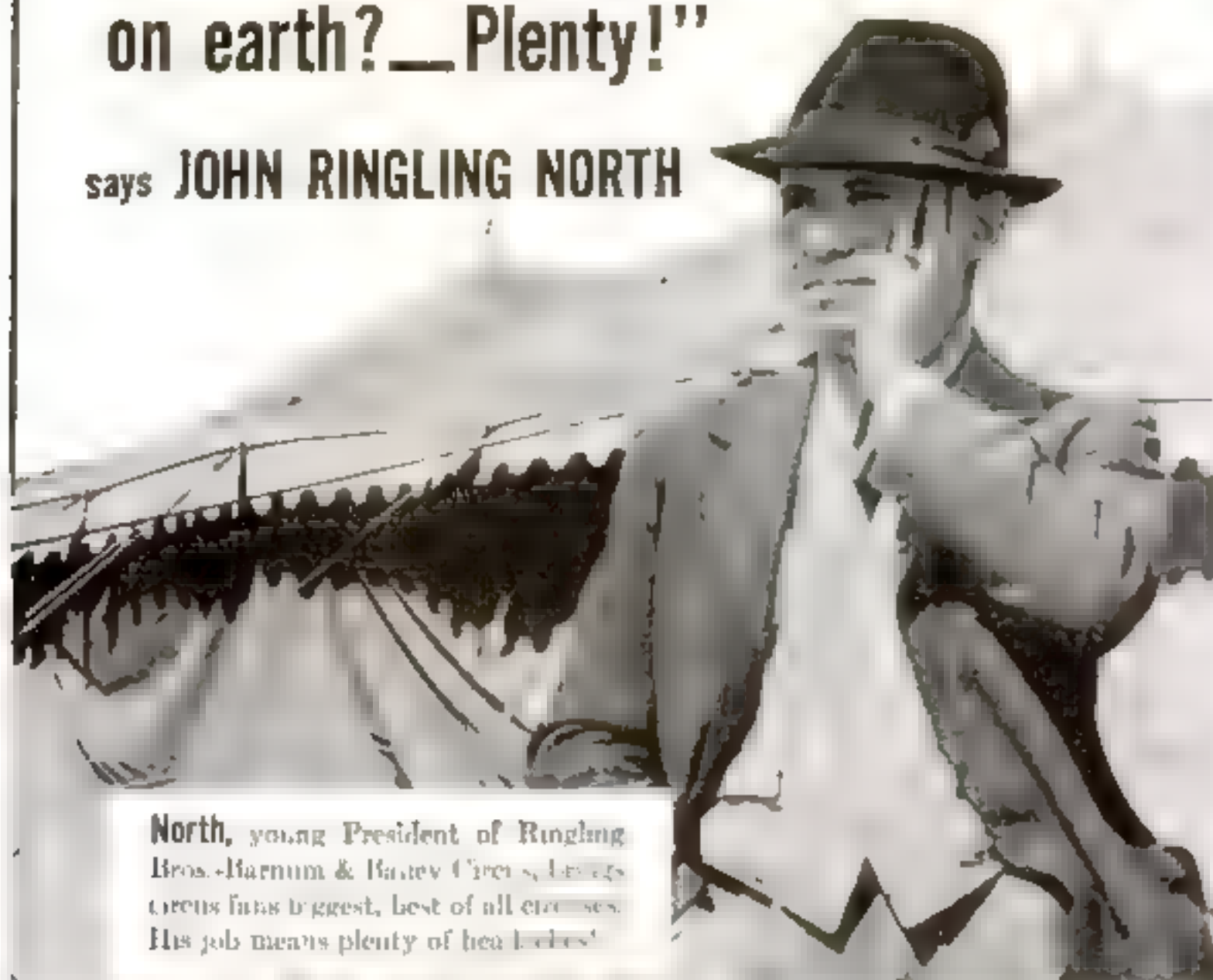
Press that fluff and notice how it yields. That's why Modess moulds to the body so comfortably without bulk or bunching—why it stays smooth and flat where you want flatness. Thanks to "moisture zoning," Modess *stays* softer, too! And its moisture-resistant backing guards against striking through!

**Get Curious! Get Comfortable! Get the New Miracle Modess!**



# "HEADACHES in the greatest show on earth?—Plenty!"

says JOHN RINGLING NORTH



North, young President of Ringling Bros.-Barnum & Bailey Circus, says: "Headaches are the greatest, best of all enemies. His job means plenty of headaches!"



"For headaches—Bromo-Seltzer. When his tense life, travel, irregular meals bring on headaches, North takes Bromo-Seltzer. It not only relieves my headaches promptly, but it also relaxes my nerves, tension, and settles upset stomachs, too."



I TAKE BROMO-SELTZER. IT DOES MORE FOR HEADACHE THAN ANY OTHER REMEDY I'VE TRIED

## Why BROMO-SELTZER does more for you than a simple pain reliever can... helps head, stomach, nerves

HEADACHES are symptoms of an upset in your system. If they are frequent—or long drawn out—you should see your doctor. However, most headaches are simple ones. They may be NERVOUS or DIGESTIVE. For these, Bromo-Seltzer does more than simple pain relievers:

1. RELIEVES PAIN—eases the "ache" pleasantly, fast
2. STEADIES NERVES—leaves you feeling more alert
3. SETTLES UPSET STOMACH—helps set you right

Why not try this famous remedy—relied on by millions for over 50 years? Follow directions on the label. Buy Bromo-Seltzer at any drugstore, soda fountain. Keep it handy at home, too.

# BROMO-SELTZER



Liked more because it does more for headache

## FROM LIFE'S CORRESPONDENTS

(continued)

entire village." He also was mobilized a few days later.

M. le Curé is a charming, very cultured, intelligent man and also a great character. In addition to being in charge of three parishes, which means three masses every Sunday, three classes of religious instruction, etc., he is an excellent businessman. Formerly he speculated on the American stock market. I imagine his buying orders must have been very modest as his yearly salary is only 3,700 francs (\$98). One day he came to see me with a very sad and worried look. The cause for this was that not having a radio he had missed a quotation on the New York Stock Exchange and consequently failed to make a profit.

The village has 160 inhabitants—all farmers. At present there are only old men, women and children. They try hard to keep their land productive. Their endurance is phenomenal and their courage wonderful. The poverty is terrific, but I have yet to hear a complaint. They save every penny



CHATEAU DE FRUCOURT

they can spare to send parcels to their menfolk at the front. Their only excitement is the arrival of the postman, when their faces fill with expectancy and hope.

You have no idea how I have suffered from the cold this winter. After 17 years of comfortably overheated American apartments I find myself in this huge stone chateau with walls a yard thick and nothing to heat it except those ridiculous small French fireplaces. With constant fires the temperature in the rooms never rose above 40°. It was dreadful. There is no electricity and one lonely bathroom, whose pipes burst at the start of this record cold winter. In happy, comfortable days I used to say that I could not stand wool next to my body—it gave me the itch. Well, you would have had a good laugh if you had seen my get-up this winter—woolen underdrawers, three pair of woolen stockings, thick trousers and all the sweaters I could lay hands on. At first I tried to live up to my old principle of dressing for dinner, wearing a velvet coat over my velvet tea gown not forgetting the woolen underwear underneath. After a short time I abandoned the whole idea. The process of changing was such agony.

It is a real problem to get the most necessary supplies. The butcher only comes once a week, and the nearest shops are 20 miles away. Added to this we are in the war zone. In October French troops were billeted here. All we see are troops passing and all we hear are planes buzzing over our heads.

CLARITA,  
COUNTESS DE FORCEVILLE



WHITE, NAVY, BLACK AND 12 PASTEL COLORS

Botany all wool, fully lined, generously cut, Knox tailored.

SIZES 11 TO 44

MAIL ORDERS FILLED. POSTAGE PREPAID. MATERIAL SAMPLES IN COLORS ON REQUEST



Every pair made with loving care... to bring you glamour, beauty, extra wear... Preferred by millions of women... Sold by over 6,000 stores, coast to coast. 79c to \$1.35

TRADE MARKS REGISTERED. COPYRIGHT 1940 MUCK, JUDSON, VOHRINGER CO. OF N.Y.



# Such little things can irk a man



Sh-h-h... she has "GAP-OSIS"

She's a girl in a million! Pretty—and smart. Dances divinely. Can even cook. But she's ruining her chances by having "gap-osis"—a placket that pops. Quick! Somebody tell her about the neat little Talon fastener!



Better tell her about the 70 to 1 majority, too!

It appears that when ladies set out to cure "gap-osis" they know that "just any slide fastener" won't do.

In fact, when 56 of America's leading stores questioned thousands of women—they found the ladies very particular, indeed.

The vast majority of those answering say they want *only Talon slide fasteners!* Actually—among those who have a preference—"Talon" is preferred over any other slide fastener by *more than 70 to 1*.

In other words, women have learned *from experience* that protection against bad slide fasteners is necessary... that the trademark

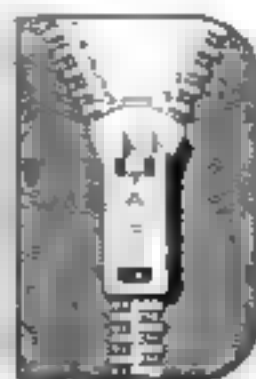
"Talon" is the sure sign of a slide fastener that is thoroughly reliable.

\$200 or \$2

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FIX "GAP-OSIS," TOO!**

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IN ENGLAND IN 700 A.D.  
IF A TRAVELER  
FAILED TO BLOW HIS HORN  
ANNOUNCING HIS PRESENCE  
ON A WOODED ROAD,  
HE COULD BE BRANDED AS  
A THIEF AND BEHEADED!

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COPY HIMSELF  
EXAMINES THE TELL-TALE  
GAUGE THAT MEASURES  
GAS-PER-MILE.

GAUGE  
THE OWN  
AND WAS  
O L HE  
REPEAT

**MACADAM** ROADS SHOULD REALLY BE CALLED **MACGREGOR** ROADS. THEY ARE NAMED AFTER A SCOTTISH ROADBUILDER WHOSE REAL NAME WAS JOHN LONDON **MACGREGOR**. WHEN THE **MACGREGOR** CLAN WAS OUTLAWED AND ITS NAME FORBIDDEN, JOHN TOOK HIS LAST NAME FROM **ADAM**, THE FIRST MAN!



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Left: (411) 17 jewels, 14K pink gold, pink dial, \$32.50. Center: (3570) 17 jewels, 14K white gold, 16 diamonds, \$83.00. Right: (880) 17 jewels, 10K pink gold-filled, \$29.75. Others \$19.75 to \$2500. Restricted to better jewelers. Write for information.



**'HEADACHES  
DON'T  
BOther  
ME!**



## ***"I've Joined the Snap Back Club!"***

Here's the speedy HEADACHE RELIEF you've always wanted! STANBACK also relieves nerve strain due to headache! Try STANBACK, not only for headache but neuralgia and muscular aches as well! 10c & 25c at drug stores.

**For trial package, send 10c coin or stamps to Dept. 2, Stanback Co., Ltd., Salisbury, N. C., U. S. A.**



**Snap  
Back  
With~**

Follow package directions. For frequent headaches, see a doctor.





# Blended 33 Times to Make One Great Beer



## It Takes 33 Separate Brews to Make a Single Glass of This Delicious Beer!

As thousands of beer lovers set down a cool, clear glass of Pabst Blue Ribbon, they say: "Gosh, how do they do it?"

Well, one swift answer is . . . 33 Blends! . . . Not one, or two, or five, but 33 separate "brews" from 33 separate kettles!

Each brew is as fine as choicest ingredients and Pabst's 96 years of experience can make it!

But brewing is a natural process, and Nature never yields two brews that are exactly alike even with the same formula and strict scientific

control. That's why Pabst goes to so much extra work and expense to bring together 33 separate brews in perfect blend—dictated by the Blue Ribbon formula.

As in the finest champagnes, coffee, tobacco, it's expertly balanced blending that gives Blue Ribbon its unvarying goodness.

The result is: America's Premium Beer . . . with a smoothness that is unique . . . and a taste that is always the same. . . . Sometime today, have the pleasure of meeting Blue Ribbon.

*It's the BLEND that Better the Beer*

Try **Pabst Blue Ribbon** and Prove it

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### 5 Reasons why it's America's Premium Beer

- 1—ONLY PABST assures quality through complete processing of all grains—none malted or milled by others.
- 2—96 YEARS of brewing fine beer . . . over 20 billion glasses!
- 3—FIRST to introduce brewing of true lager beer to Milwaukee (1851).
- 4—28 SCIENTISTS guard every step from grain to glass . . . grow the pure culture yeast used exclusively by Pabst.
- 5—BLENDED 33 TIMES . . . for flavor, for smoothness, for unvarying goodness.



First in the Homes of America—and the Largest Selling American Beer in the Rest of the World!



# THE LITTLE BLACK BUTTON THAT SENDS MEN BACK TO WORK



This portrait of the late Hugo Lieber, founder of Sonotone, hangs in the great research laboratories, Elmsford, N. Y., that have made so many contributions to America's better hearing.

**B**ACK in 1932, when Hugo Lieber announced the Bone Conduction oscillator, this revolutionary way of hearing through the bones became front-page news overnight. Everybody saw the amazing possibilities it offered for better hearing ... but nobody foresaw that this little black button behind the ear was destined to be one of the most persistent forces in America's re-employment drive.

Even today only a mere handful of people appreciate the grave threat of unemployment that always hangs over the hard of hearing. It takes the average man's breath when he reads that for two out of five people the loss of hearing means the enforced change of occupation. Yet figures show 40% of the deaf in all walks of life are forced to find new jobs ... if they can!

But for thousands upon thousands of hard of hearing people, Sonotone has changed that gloomy picture. In eight brief years, Sonotone's

scientific research has so completely revolutionized hearing aids that to-day nearly 95% of the hard of hearing can be helped.

Amazing advances in air conduction, the variable pitch amplifier, the bifocal audicle, the vacuum tube hearing aid, to mention only a few, have given the hearing aid such new power, clarity and intelligibility that loss of hearing no longer necessarily means loss of personal efficiency. To most modern employers, the wearing of hearing aids by their employees is as sensible as the wearing of glasses.

And of all the notable contributions Sonotone has made to America's better hearing (and better living!), perhaps the one that lies closest to the hearts of the 500 Sonotone consultants is the knowledge that Sonotone has helped so many thousands of people keep their jobs, or win well-deserved promotions or find new jobs and go on living happier, better lives!



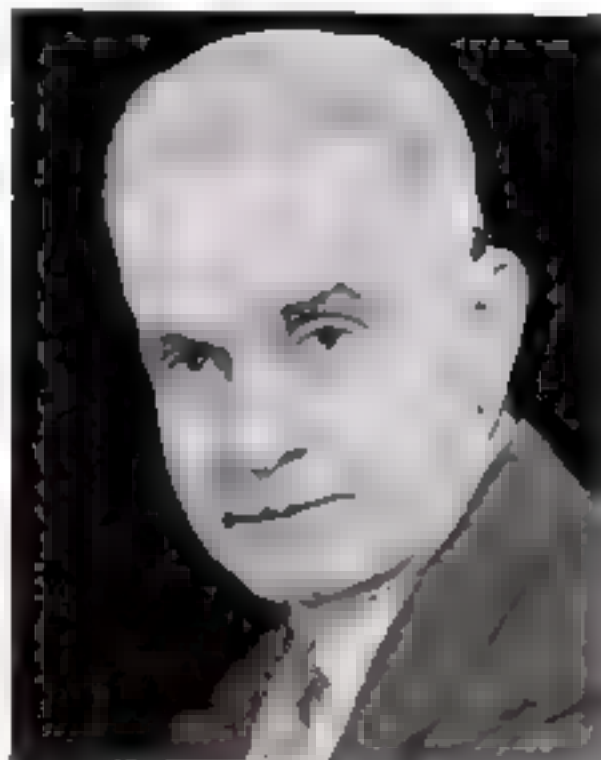
**EDITH M. CHURCH**, Los Angeles, Calif. Experienced stenographer and secretary, natural hearing far gone, but Sonotone has enabled her to carry on. Says "Sonotone kept my job."



**FRANK A. ROGERS**, Nashua, N. H. College graduate, former Dartmouth instructor, lost job after job owing to deafness until he got Sonotone; now working for Montgomery Ward & Co.



**A. Y. WOOD**, Houston, Tex. Unemployed for 18 months as result of deafness; got new job as claim agent shortly after getting Sonotone; says Sonotone was "great help in getting and holding new job."



**EDWARD EDINGTON**, Sta. Lansing, Mich. After deafness forced resignation as railroad conductor, had difficulty finding work; writes "now wearing a Sonotone, have good job and can hear it because I can hear again."



**IRVING SPERRY**, Brooklyn, N. Y. Out of work for some time owing to hearing impairment; lost a Sonotone and as a result thereof, a new job. Now a prosperous accountant.



**VERNON S. NELSON**, St. Paul, Minn. Sonotone won nice promotion as assistant production manager, Line Dept. of great calendar makers, Brown & Bigelow. "On the job a year now."



**F. E. MEIERS**, Kansas City, Mo. Office manager, Kansas City branch, Heberling Rubber Company with the Company 16 years; says "were it not for my Sonotone, I could not discharge my present duties."



**BERT WHITEHOUSE**, Vincennes, Ind. Expert Mechanic; deafness lost him 15-year job as shop foreman; unemployed 3 years; soon after getting Sonotone, landed new job with Harris Super Service Co., Vincennes.



**NONDUS BARTH**, Tulsa, Okla. Limited to temporary jobs by hearing; now working steadily for prominent ear specialist who agreed to hire her if she wore Sonotone. Efficiency up nearly 100%.



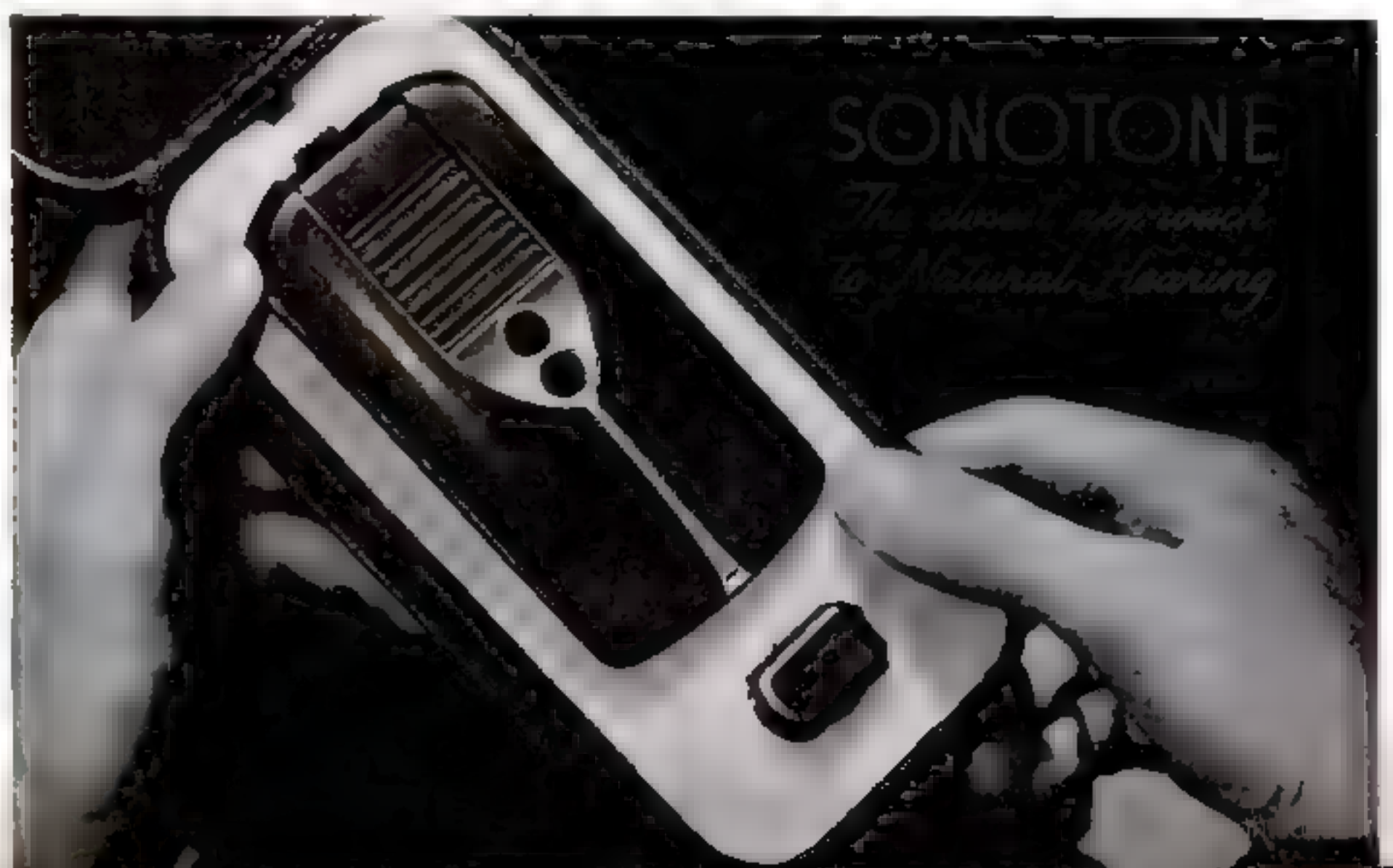
**FRANK CROSIER**, Middleboro, Mass. 18 years physical education supervisor, Mass. State Teacher's College resigned because of hearing; with Sonotone resumed activities as a play supervisor for Middleboro.



**ADOLF LOEB**, Cincinnati, Ohio. For 22 years played in Cincinnati Symphony Orchestra, authority on old violins, Rudolph Wurlitzer Co., lost hearing; resigned; bought Sonotone, in 2 months was on old job.



**MARY T. KRAVOCK**, Olean, N. Y. Was forced by hearing to give up social activities; lost position; unable to find another; 30 days after buying Sonotone found position in local plant, she has now held for year.



One of the notable triumphs of the scientific research that goes on at Elmsford, N. Y., was the application of the principle of the radio to better hearing in the new vacuum tube Sonotone.



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**LIFE'S COVER.** The eyes of the world were last week fixed on the uniform of the Army of France. The one on the cover is worn by a soldier who is probably its most distinguished active officer, General Maxime Weygand. He is today, however, far from France, defending the Allies from a possible attack by Germany toward the East. This extraordinary man has his life story told by Major Ehot on pages 94-106. The army he commands in Syria is examined on pages 86-93. The events of last week by no means diminished his importance in this war.

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## How's your "Pep Appeal"?

—by Helen Hokinson



Hettie: Why, Horace! Congratulations! We hear you're engaged!

Penelope: He doesn't seem very happy about it!



Penelope: Hettie, a little job for us. He hasn't any "pep appeal!" We'll take him in charge and teach him his vitamins.

Hettie: You poor boy! What have you been eating? You just can't have "pep appeal" unless you get all your vitamins. You come with us.



Hettie: Yessir, you'll start right with that delicious cereal — appropriately called KELLOGG'S PEP. For it's extra rich in two of the most important vitamins, B<sub>1</sub> and D.

Horace: Saay! I didn't know PEP tastes so delicious. You bet I'll eat it—every day!



Horace: Thanks a million for that tip about vitamins and KELLOGG'S PEP. You just watch what a change there's going to be in your nephew!

Penelope: You know what they say—"Where there's pep there's hope!"

## Vitamins for pep! Kellogg's Pep for vitamins!

Pep contains per serving: 4/5 to 1/5 the minimum daily need of vitamin B<sub>1</sub>, according to age; 1/2 the daily need of vitamin D. For sources of other vitamins, see the Pep package.

MADE BY KELLOGG & IN BATTLE CREEK

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# *The Public Names Its* **OWN CAR LEADER**



**"CHEVROLET'S  
First Again!"**

Men and products may  
vie for leadership, but it is  
the public that confers it.  
And again in 1940, for  
the ninth time in the last  
ten years, people are buy-  
ing more Chevrolets than  
any other make of car!

CHEVROLET MOTOR DIVISION, General Motors Sales Corporation,  
DETROIT, MICHIGAN

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**MASTER 85  
BUSINESS COUPE**  
Other models slightly higher

All models priced at Flint, Michi-  
gan. Transportation based on  
rail rates, state and local taxes  
(if any), optional equipment  
and accessories—extra. Prices  
subject to change without notice.

The public names its own car leader . . . and names  
Chevrolet again in 1940 . . . for the ninth time in the last  
ten years!

It stands to reason that people wouldn't buy more  
Chevrolets than any other make of car year after year over  
such a long period if they didn't know from actual experience  
that Chevrolet gives them more for their money than any  
other car they could buy.

It stands to reason also that the car which has won this  
overwhelming endorsement is worthy of your own careful  
consideration, regardless of what automobile you may have  
purchased in the past.

Buy a Chevrolet for '40 and you'll get ultra-luxurious  
Fisher Body beauty, ultra-smooth Knee-Action\* riding  
qualities, and ultra-safe braking with Chevrolet's Perfected  
Hydraulic Brakes.

Buy a Chevrolet for '40 and you'll discover that it out-  
accelerates, out-climbs and out-performs all other cars in  
the low-price field!

Buy a Chevrolet for '40 and you'll get so many advan-  
tages, at such a big saving in purchase price, gas, oil and  
upkeep, that you'll find yourself asking, "Why pay more—  
why accept less?"

\*On Special De Luxe and Master De Luxe Series . . .

**EYE IT • • TRY IT • • BUY IT!**





Germany's Heinkel bombers issue at dawn May 10 from the great underground hangar at Wirtheim, 36 strong, to

launch blitzkrieg. Farmhouse on hill houses staff; barn is for weather and radio crew; windmill is a beacon; poplars

hide radio. Sides of hill move on rails. Hangar holds two groups, totaling 75 planes, 25 in reserve, more in storage.

# TOTAL WAR STARTS

## GERMANY STRIKES AT BRITAIN THROUGH THE "LOW COUNTRIES"

Well before dawn on May 10 the hillsides of western Germany opened up like Ali Baba's cave and spewed forth the mighty German Air Force. The hour had come for the Nazis to begin their great offensive on western Europe. Hitler had smartly picked the exact moment when the British Government of the old negotiator, Neville Chamberlain, whom Hitler remembered from Munich days, was tottering. The air victory in Norway over the Allies had filled German airmen with reckless confidence. The world was in a mood of awesome dread of the German war machine. The rearmament of Britain and France was still well behind the German achievement. *Der Tag* had come once more, this time in earnest.

The great assault had the immediate job of win-

ning air and sea bases so close to England as to make London a haunted city, its vast commerce gone, its huge industries stopped, its ships shifted to ports in western England. It had the secondary job of getting a position on the flank of France's Maginot Line. In the way stood the three little neutrals—The Netherlands, Belgium and Luxembourg.

The formula for a Nazi blitzkrieg was revealed in Poland and perfected in Norway. Its first step is to bomb the enemy's airdromes and destroy his communications.

The Dutch, a calm but suspicious people, had been thinking about the blitzkrieg for quite a while. The Dutch Nazis, in the final pinch, turned out to be mainly Dutch secret-service operatives who pounced

on their ex-colleagues, the "Fifth Column" Germans in The Netherlands, and promptly clapped them into jail. When the German parachute troops landed, they were attacked by the Dutch police and airport guards. On reports that some parachute troops had landed in Dutch uniforms (both are green), genuine Dutch soldiers stopped everybody. The Government broadcast a warning to the people to ignore any Nazi announcements that it had surrendered.

While the Dutch and Belgians held on tenaciously, Gamelin's great army poured north into prepared positions in Belgium while transports ferried English troops to The Netherlands. Whether Hitler had made another coup or another mistake depended entirely on how hard the Allies could hit him now.



# ALLIED AND NAZI FORCES COLLIDE ON DOORMAT OF EUROPE

The panorama at right (below) shows Adolf Hitler's latest, and by far his biggest, lesson in military strategy and tactics. It shows England, his No. 1 enemy, at left, and the flat shores of The Netherlands, Belgium and northern France in the center. At the right extends the rolling heart of Germany. This is a concentration of civilization, population and industry that could not be matched anywhere in the world. What chiefly prevented the two halves from destroying one another was until last week the insulating belt of the Low Countries, keeping Adolf Hitler's air bases well back from the coast. His Grand Assault was in essence a fight for bases, like the previous wars in Poland and Norway.

The stand-out fact about the war in the Low Countries is that Germany now can drive home its relative air superiority. German bombers will play hob with the railways, ports, marching troops, munitions dumps, Allied air bases and transports. German fighters and anti-aircraft will keep the Allied bombers from inflicting equal damage on Germany. Germany has prepared itself for a reprisal blitzkrieg by putting its chief air bases underground (see preceding page), by accumulating anti-aircraft and by decentralizing its industry so that the bombing of one factory does not hold up the whole assembly of a war essential. The Allies simply do not yet have enough anti-aircraft properly to defend against the German Air Force. And British industry has left itself painfully vulnerable to the bombing of key factories by centralizing war industries.

This, however, does not mean that Germany can overrun the Low Countries as it did Poland and Norway. Allied fighter planes can and already have inflicted terrible losses on the German bombers. If the Allies can hold the Low Countries, they enormously tighten the blockade. They would control Emden, Wilhelmshaven and the exit from the Kiel Canal. They would even have handier advanced bases to bomb the industrial heart of Germany than the Germans have to bomb England. Furthermore, Britain would have a land-warning net against German air raids. All this is based on the big if that the German war machine is balked in the Lowlands.

If Germany takes The Netherlands, it is in a fair way to beat England to its knees. It could bomb the docks and shipping of London into paralysis. It could fan its bombers over all southeastern Britain where is concentrated England's industrial might, and inflict ruinous if not fatal damage.

The Dutch defenses, feeble in September, are stronger now, include first a border pillbox line, then a stronger fortified line behind the rivers and finally the so-called Grebbe Line based on flooded land in the north and the Peel marshes in the south. The flood will be about 8 ft. deep, of fresh water (salt sea water would run the fields). The Germans can wade across it but they will fall into the hidden ditches underwater. They can follow the roads along the dikes if the Dutch have not blown them up.

Hitler's way of invading the Low Countries was entirely criminal. After the invasion, he notified them they had not been neutral, though their stiff-necked neutrality has been a constant irritation to the Allies. When they protested to Germany, their protest was rejected as "impudent and stupid."



From German advance base, German Messerschmitt 110's take off at dawn May 10 to join bombers and protect

them from Allied single-seat fighters, the real kings of the air. These heavier "air-destroyers" sacrifice maneuverabil-



Lowlands of The Netherlands and Belgium lie like a doormat in front of everybody's door. They sit naturally on the flank of both France and Germany and face the Thames

estuary, entrance to London. That means that no Great Power can afford to let any other Great Power control them. This picture shows, as though seen from high above the

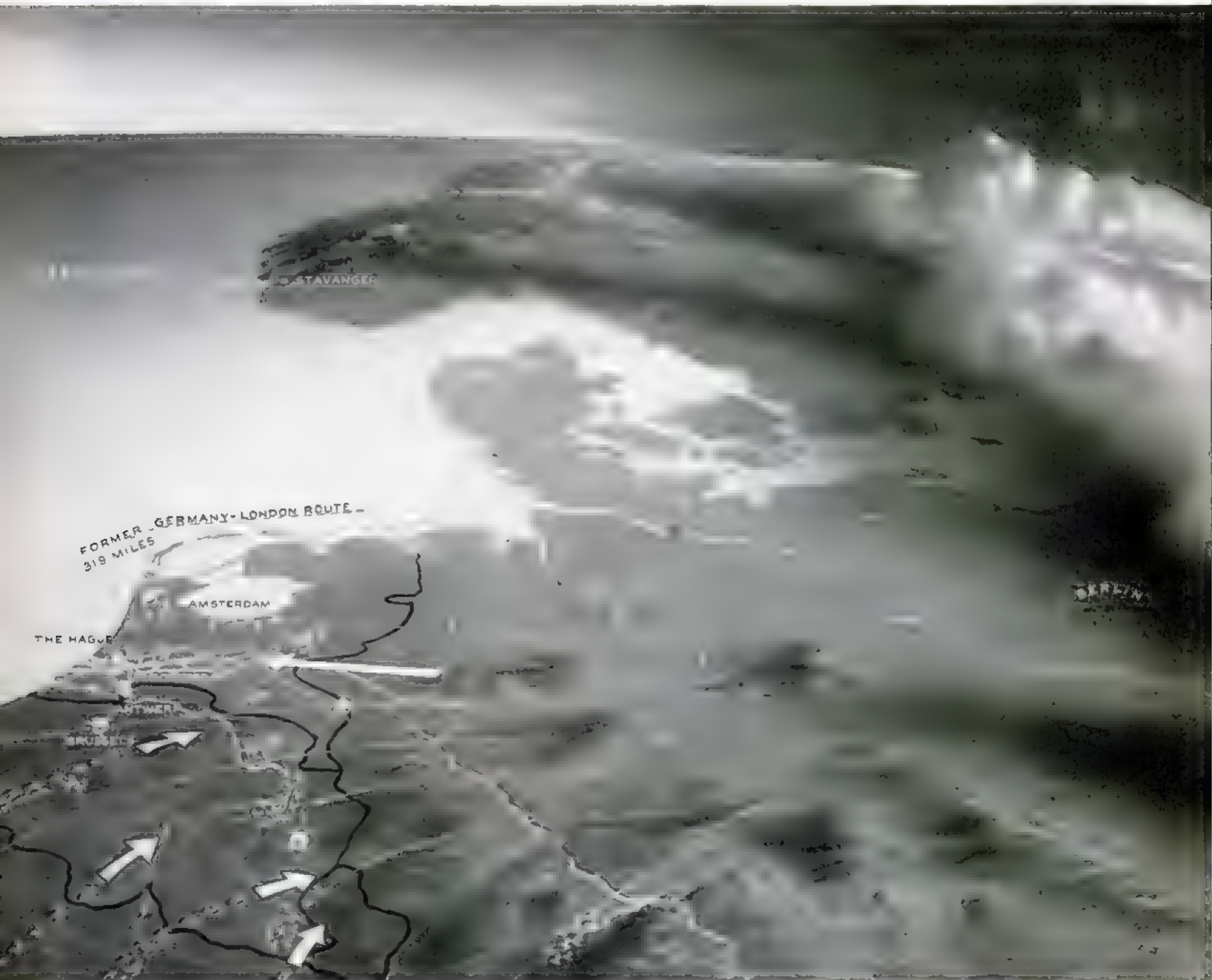




ity to carry a 400-gal. gas tank that takes them 1,500 mi. at 215 m. p. h. and to mount a total of six guns in nose,

belly and rear. Two guns are light cannon. Top speed is 385 m. p. h. against British Spitfire's 367 and Hurricane's

335. On the edge of the floodlighted field in this drawing, goodby is waved by the crew of Messerschmitt 109 (left).



earth's stratosphere, pattern of the Low Countries. Bomb bursts indicate where Germans bombed in first days of invasion. Parachutes mark major landings by parachute

troops. French and British troops riding to the rescue are shown at bottom. What a German air base at Rotterdam would do to England is indicated by comparative plane

distances, from Rotterdam and from Borkum. The fan of rivers in The Netherlands are outlets of the Rhine. The river curving down into Belgium is the Maas or Meuse.









Parachute troops climb aboard a sturdy old Junkers transport. Each wears warm battle dress and helmet strapped front and back. Transports like these, of which Germany has thousands, will carry 20 men.



Diving into space, the soldier does not have to worry about pulling his rip cord. Attached to the plane, the cord opens the chute and disengages at the proper interval.



NEATLY SPACED PARACHUTISTS FLUTTER TO EARTH. ONE HAS ALREADY LANDED (UPPER LEFT)

Stripping for action, the soldier at left fiddles with his harness release. The man at right is spilling wind from his chute. On the opposite page a machine-gun unit is shown assembling its weapons for combat.



## PARACHUTE TROOPS RAIN DOWN BEHIND DUTCH-BELGIAN LINES

Out of the clear morning sky over Rotterdam, over The Hague, over Delft, Leiden, Nivelles and half a dozen other towns in the Low Countries early May 10, there leaped a new kind of fighting man, neither flier nor foot soldier, yet a little of both. It was in Russia half a decade ago that parachute troops first appeared as a menacing type of offense. The French took notice. Britain sniffed, saw no menace. But Germany seized on the tactic and gave it new scope and validity.

Purpose of parachute troops, like that of bombs, is to immobilize, destroy, annoy. They are saboteurs, who attack communications, prevent defenders from using their bridges and railways, and divert reserves from the front line. In the Lowlands their mission was to come down behind forts and flooded fields and wage miniature blitzkriegs everywhere.

Never before in history was there such a blizzard from the sky. All day Nazi parachutists fought in isolated units, surrounded and beyond hope of effective reinforcement. By night most of them had been captured or killed. But more came the morning after. Their methods are shown here, as demonstrated in maneuvers behind the German lines.

Advancing to the attack, the troops abandon their parachutes. Machine-gunners (left center) are fitting gun to tripod. The soldier at far right carries boxes of ammunition.





# "DER TAG" IN BRUSSELS

American writer, visiting U.S. Embassy, reports on bombings as war again strikes Belgium

by CLARE BOOTHE

BRUSSELS, MAY 10 (BY CABLE)

I was sleeping so soundly I did not hear the alarm at dawn but a maid woke me up and said "The Germans are coming again," and she went away quickly. I got up and went to the window and there as I stood I saw a bomb pierce the roof of a three-storied house across the square and gut the house which vomited glass and wood and stone into the little green square. And for a long hour after that there was a terrible noise of the great guns going, and while this was happening I got dressed and went into the kitchen and talked to the servants who were all very frightened for the first ten minutes. But after that they got used to the war and were very mad because the Germans were coming again. They made coffee for everybody and after everybody had drunk coffee they thought we might as well have toast and eggs because not eating would not keep the Germans away.

Ambassador Cudahy had not slept all night because he had known at one o'clock they were coming.



AMBASSADOR CUDAHY

He looked tired and grim but quite prepared to face the awful day because he had his shave calmly a few minutes after the bomb in the square broke the windows of his Embassy. So he smiled at everybody and told them to go into the *abri* in the garden, but he went into the street and got in his car and drove off to the Foreign Office.

We all stood around saying how awful it was, but not really saying how very awful we knew it was going to be. Then there was the banshee wail of the sirens again signaling all clear and I went into the street and the beautiful morning sunlight. People began to gather around the wrecked house. Its front belled out like a sail. A postman on his rounds looked at it over his shoulder and said to me: "This is what we call civilization," and shifted his pack and went on. After that there were one or two short alarms. You could hear planes and guns but you

Clare Boothe, the playwright, and her husband, Henry R. Luce, editor of LIFE, were guests of Ambassador Cudahy at the U. S. Embassy in Brussels on May 10 when the German Army began its invasion of the Low Countries. Herewith Miss Boothe writes a first-hand account of the first day of the total war as she saw and felt it in the Belgian capital.—ED.



CLARE BOOTHE

could not see anything, so I walked down the street again and around the corner that was the German Embassy, and at the end of that block another house had been blown up—the right block but the wrong house.

Then I walked down to the big public square before the station, and khaki-colored troops were sitting smoking and talking, waiting for their trains. The first editions of the papers were out, telling Belgians what Belgians all knew—that the Germans were coming again. People read the papers in little angry groups and then put them in their pockets and, very mad and very calm, went about their business—to their homes, to their shops, to their offices—not because they did not care but because it was the sensible thing to do and because man must earn his daily bread and women cook the mid-day meal to the last.

Now the sidewalk cafes were full of the others who had the time to talk about it over coffee and beer, and all that they said came to this: "*Le sale Boche* won't get away with it this time."

I had walked a long way through the streets. Now I tried to get a taxicab to go back to the Embassy for lunch but already all the taxis had been taken over by the Army. (Do you remember Gallieni's taxi army at the Marne?) So I got in a streetcar. It was full of women who had been shopping and children and a soldier or two and nobody was looking fright-

ened or excited except a child who had misbehaved somehow and its mother was cross.

Now back at the Embassy everybody was busy, the houseman pasting paper strips on the windows, the maids dusting and sweeping. The butler had changed into his frock coat with a black silk stock. The secretaries were looking at American passports but telling the people who brought them they did not know when or how they could leave. The roads and trains were crowded with troops.

Brussels was in a state of siege so we had a very good luncheon in the mirrored gallery and the Ambassador served his best wine not in honor of *Der Tag* but because why not gather its aroma while we may, and we had three more alarms between the eggs Mornay and the dessert course.

Miss Willis, second secretary of the Embassy, showed me the *abri* in the garden, which is a tin tunnel covered with earth, and I said it was very uncomfortable, and she laughed and said, "Don't cast aspersions on our summer home."

After lunch I listened to the radio. It only said things which everybody in America knew—where, I thought, they know more about the invasion of Holland and Belgium than I do. Now, though, I am here and I was in Holland yesterday. Since dawn there has been broadcasting in every tongue of Europe, but mostly hunks of music in between. American jazz vies with the "1812" Overture (Napoleon's retreat from Moscow) which I have heard on six stations during the day.

That's all on this first day of the big show. The long afternoon is almost gone. In the green square where the glass from the bombed house lies like jagged hail, a child is playing. I hope he will play there again tomorrow. Two children were killed in that early morning raid but in this brave new world of Hitler's, the sun often sets at dawn.



SECRETARY WILLIS



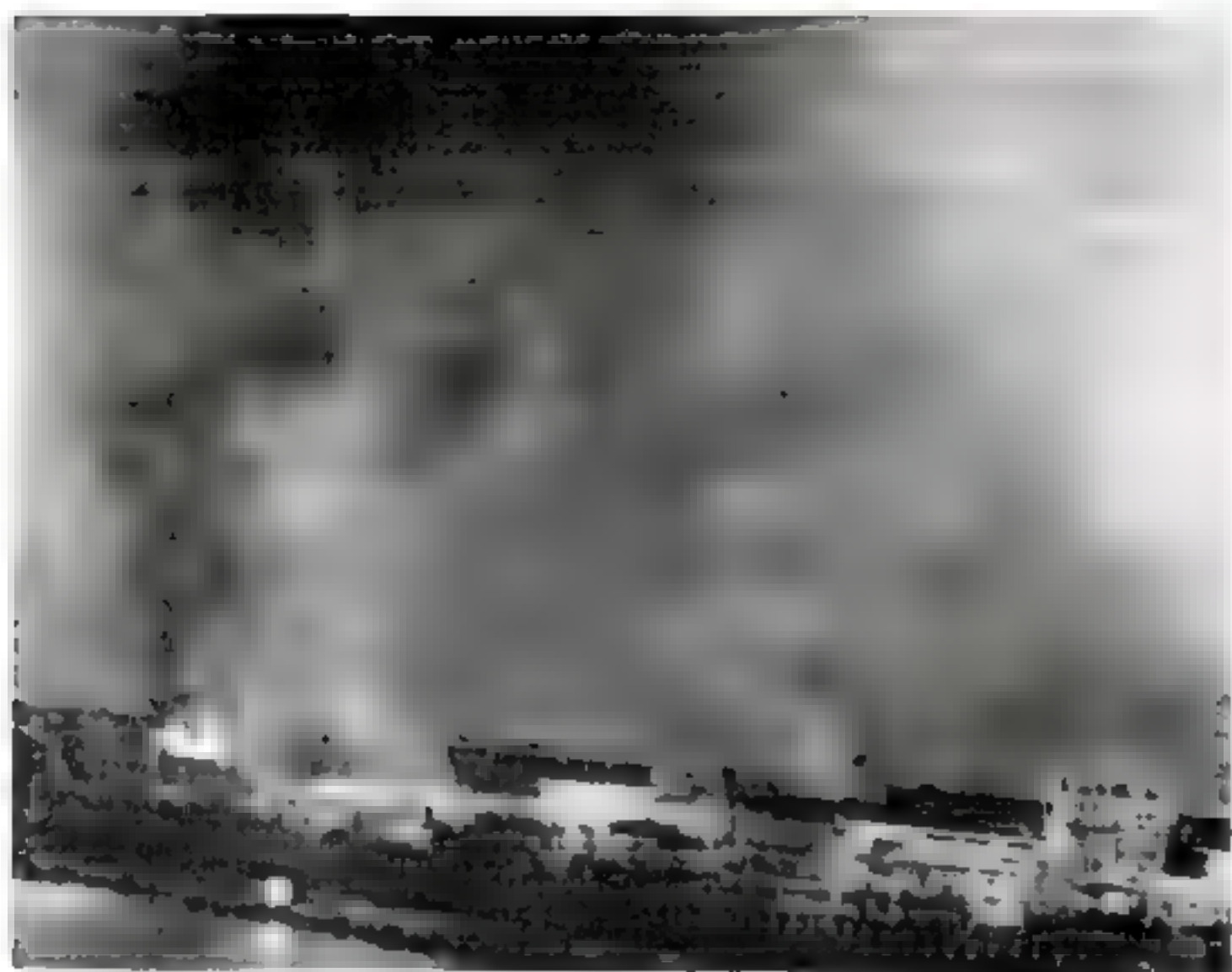
The U. S. Embassy in Brussels, where Miss Boothe was staying on May 10, missed getting hit by a bomb by only a few yards. An old palace, it once belonged to the noble d'Aasche family.



Brussels' North Station, seen at the lower left on Place Charles Rogier, is where the Belgian reservists in khaki waited patiently for their trains to go to their mobilization posts.



# FIRST RADIO PHOTOS OF GERMAN BLITZKRIEG



**Amsterdam's Schiphol Airport** blazes briskly after German bombers wrecked hangars and field. Dutch planes and anti-aircraft claim to have shot down 100 planes in first two days.



**Houses** beside Amsterdam airport (shown at left) are hit by shorts and overs of the bombs aimed at hangars. Fire engine (left) stands idle. Firemen were machine-gunned by planes.



**Hard luck** of these citizens was being near Amsterdam's big commercial and military airport, headquarters for KLM Air Lines and base of Dutch Air Force. It was built in 1924.



**Old German seaplane**, a Heinkel torpedo bomber, is used to land troops by inflatable rubber boat (lower right) on Nieuwe Maas River running through Rotterdam. Right: lift bridge.



**The first serious bombing** in France hits at Nancy, the key base and communications center for the whole north. Magnot Lane, destroys this house and kills at least 15 Nancy civilians.



# 1940 RECALLS BELGIUM OF 1914

**E**motionally, middle-aged Americans felt the same dry gulp in their throats last week that they had felt 26 years ago when another militant Germany with a trigger-quick army invaded neutral Belgium. In 1914 "the rape of little Belgium" immediately lined the great mass of Americans up against "Prussian militarism" and laid the emotional foundation for U. S. entry into the War three years later. The rape of 1940, without even the pretext of an ultimatum as in 1914, indicates that the Germans and their military methods have not changed.

Shown here are the scenes which indelibly recall the timetable trek of the Kaiser's army across hapless Belgium and northern France in 1914: the siege of Liege before whose forts Germans stood once again last week, the sack of Louvain and the goose-step into Brussels; the retreat of Britain's brave "Old Contemptibles" from Mons; "Papa" Joffre, "Savior of France," and the First Battle of the Marne; the fall of waterless, lifeless Antwerp in the "Race to the Sea."

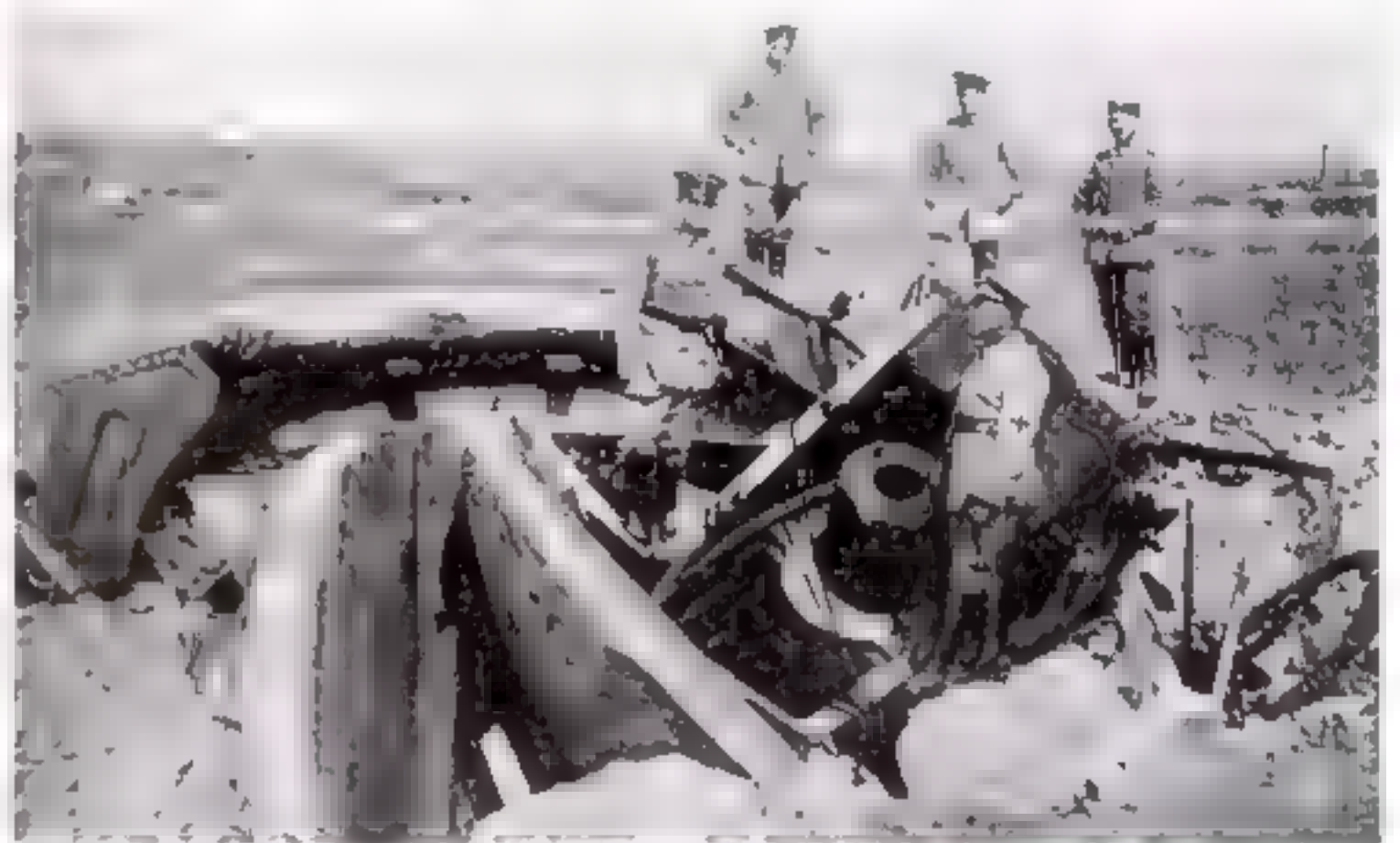
German strategy in 1914 was to catch the French Army from behind by wheeling through Flanders and northern France. It came so close to success that after the Battle of the Marne it took the Allies four terrible years to beat off the invaders.



**1** Germans marched into Belgium in August 1914 expecting to reach France in six days. Belgium's resistance shattered timetable, made them take 18.



**2** Belgian civilians fled away from their homes towards Brussels as the German Army approached. Their possessions were piled into carts. One young boy went by bicycle (left).



**3** Siege of Liège (Aug. 5-10) was the world's first taste of German siege guns, which bombarded the city's twelve forts. Here German officers examine the ruins of Fort Loncin.



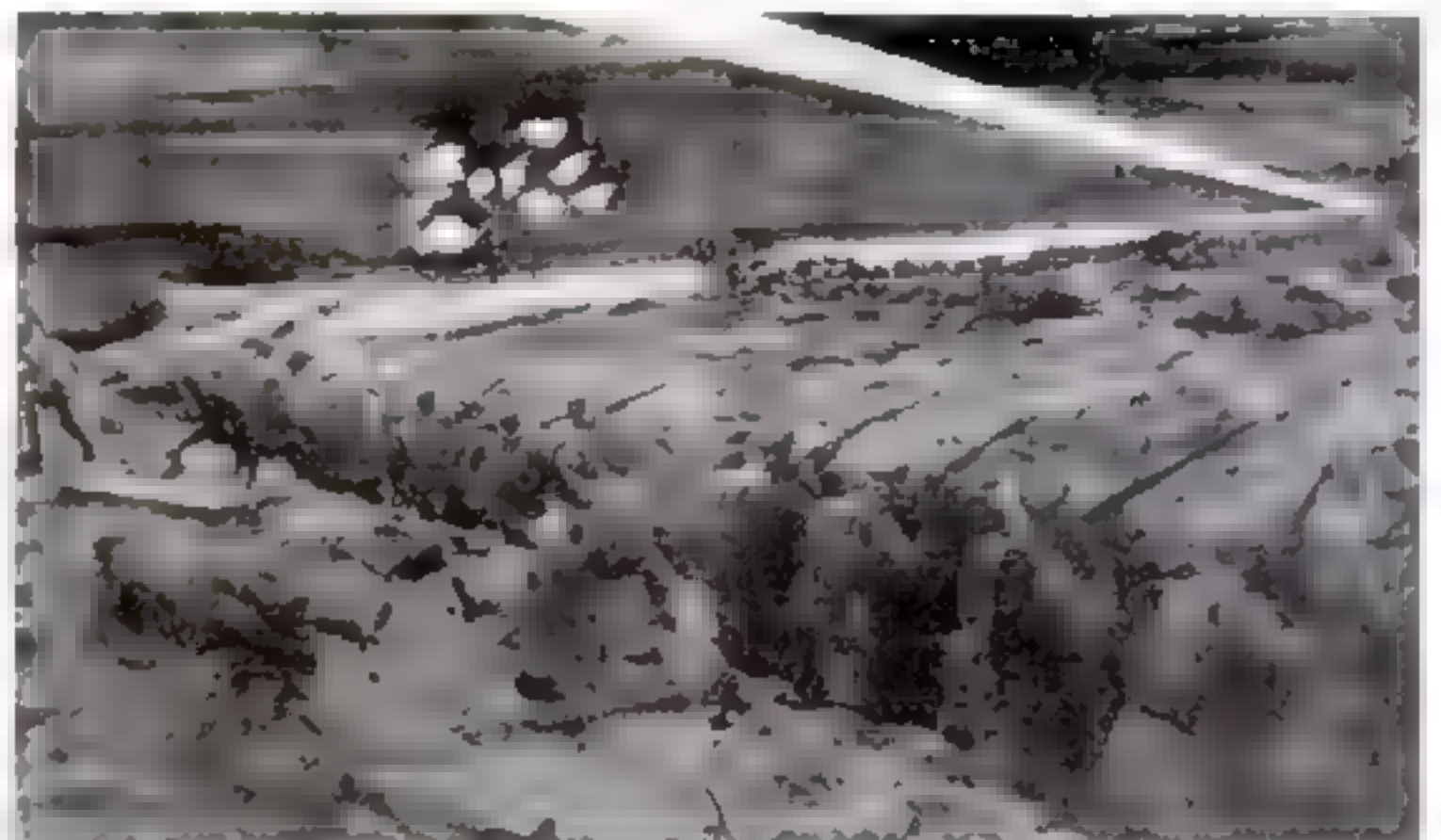
**4** Louvain was sacked from Aug. 25 to Sept. 2. Town Hall was saved (above), but looting Germans burned homes and the famous University, shot civilians, roughed up neutrals.



**5** Defense of Brussels rested upon machine-gun posts like this one. Ammunition was carried by dogcart. Belgian army of 192,000 men plus militia faced some 840,000 Germans.



**6** Germans paraded into Brussels on Aug. 20 past St. Gudule Church (left) and groups of silent, bitter civilians. Germans were not driven out of the city until the end of the War.



**7** From Mons the British (foreground) retreated on Aug. 24, having lost 1,650 of their 30,000 men. German searchlights are here spotting trench movements to direct the artillery fire.





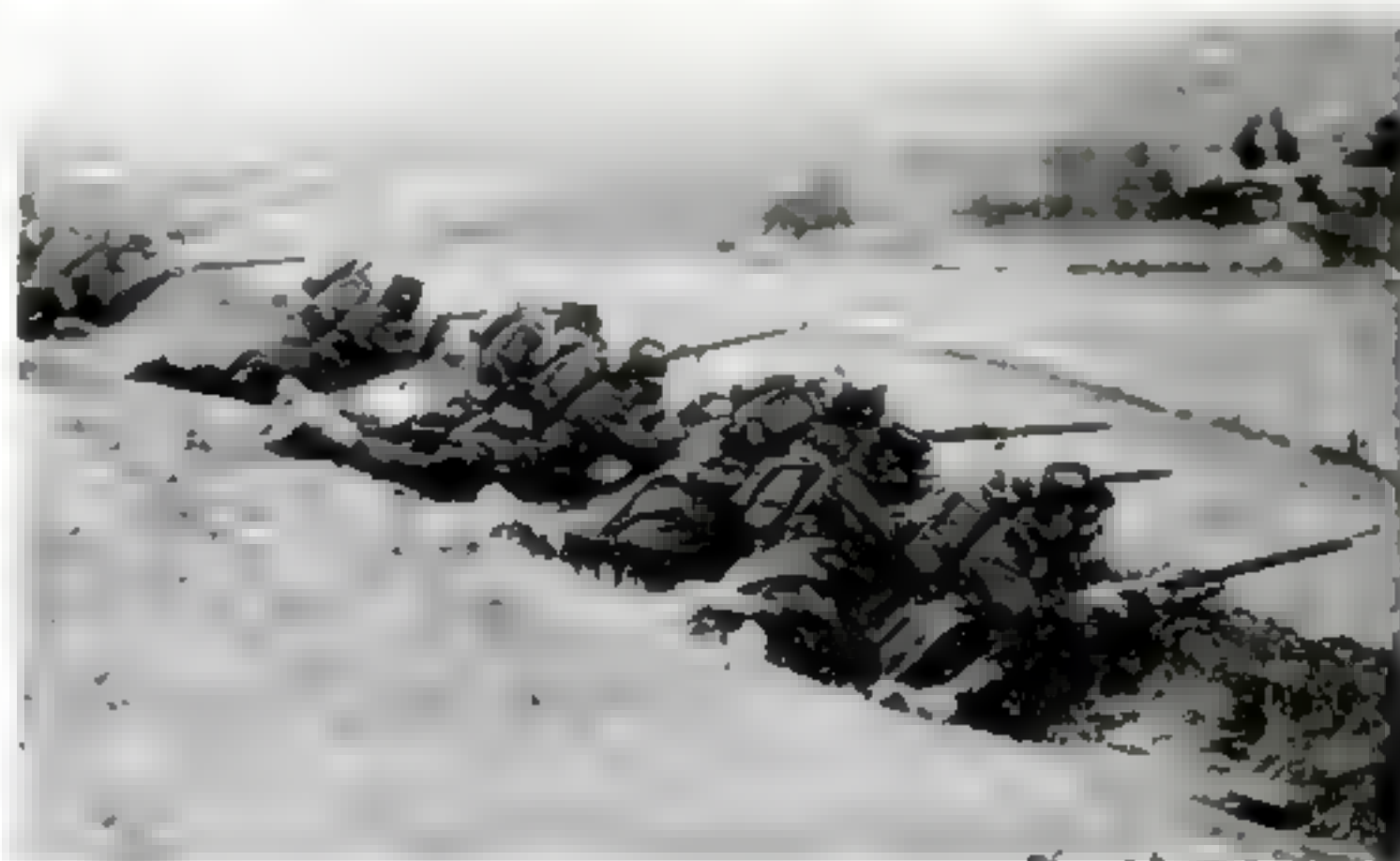
**8** First air raids in September bewildered Parisians who stood in Place de l'Opéra. Purpose of raids was "to terrorize." They came punctually between 5:30 p. m. and 6:30 p. m.



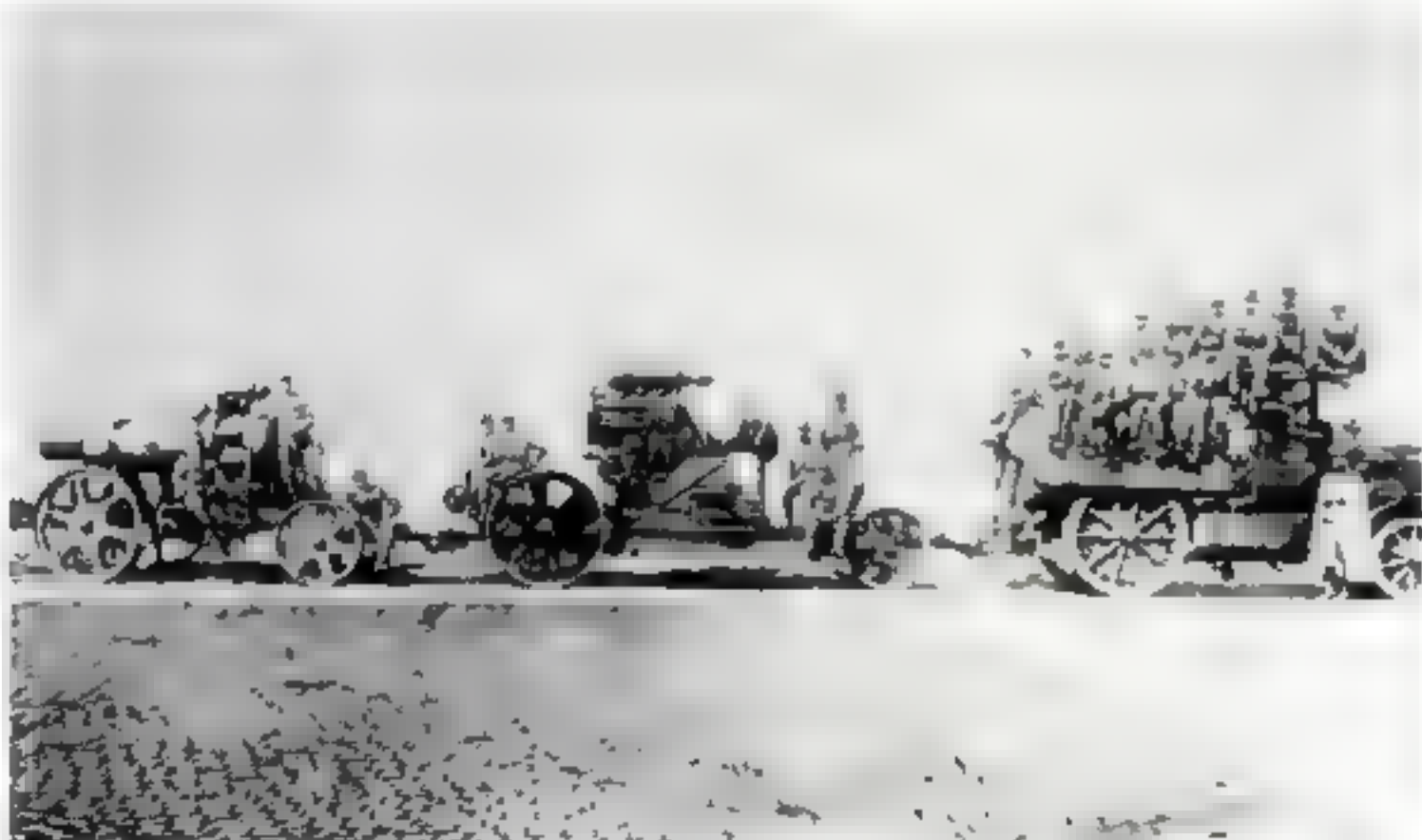
**9** Joffre gave order for Battle of the Marne which began Sept. 6, ended Sept. 12. Gamelin, then his military secretary (*extreme left*), actually wrote the order for end of the retreat.



**10** Along the Marne the French used their new 75's on an open 180-mi. front. Twenty-six years have made this equipment look almost as outmoded as U. S. Civil War materiel.



**11** In shallow trenches, offering little shelter, French infantrymen lay on their stomachs and fired at Germans during battle. Two million men were engaged. France was saved.



**12** For the siege of Antwerp, beginning Sept. 28, Germans amazed world with Skoda-made mortars hurling one-ton shells. They were manned by Austrians who rode on trucks.



**13** To save Antwerp the British brought up some heavy howitzers. The great city was defended by three rings of forts, 150,000 Belgians and 53,000 French and British troops.



**14** Carnage at Antwerp looked like this by Oct. 8, day before city surrendered after King and Queen had left.



**15** Anti-aircraft defense at Dixmude on Nov. 3 consisted of French marines who stood in streets and fired rifles.



General Gamelin (*right*), a Marne hero (*see No. 9 above*), prepares to add another chapter to this photo-history of war.



# WHAT THEY SAID THE STATESMEN AND GENERALS OF THE ALLIES, GERMANY AND THE NEUTRALS SPEAK WORDS FOR THE HISTORY BOOKS

**WINSTON CHURCHILL**, in Parliament, May 8: "In this war we are frequently asked why we do not take the initiative. The reason for this serious disadvantage of our not having the initiative is one



CHURCHILL

which cannot be speedily removed. It is our failure in the last five years to maintain or regain air parity with Germany. . . . There is no use talking about this war in terms of the last war. The power of the air has greatly affected it. In some ways it has decisively affected the movements of fleets and armies. . . . At no time in the last war were we in greater peril than now."

**AVID LLOYD GEORGE**, in Parliament, May 8:



LLOYD GEORGE

"It is no use saying the balance of advantage is in our favor. It is not, according to the facts. . . . The whole world knows we are in a worse strategic position than this country was ever placed in before."

**ADMIRAL SIR ROGER KEYES**, in Parliament,



KEYES

May 7: "It was a shocking story of ineptitude that let the Germans get away with occupying the strategic center of Norway without pitting sea power against them. . . . The capture of Trondheim was essential, imperative, vital. . . . My opinion—supported by authoritative Norwegian information—is that the naval hazards would have been trifling compared to those overcome in other operations I have organized and led."

**ADOLF HITLER**, to his soldiers, May 10: "Your hour has come. The battle that begins today will decide the fate of Germany for the next thousand years. Do your duty! The blessings of the German people go with you."



MUSSOLINI

**GENERAL MAURICE GUSTAVE GEMELIN**, to his soldiers on May 10: "The attack which we have been anticipating since October was launched this morning. Germany has engaged against us in a struggle to the death. The watchword is 'For France and all her Allies: Courage, energy, confidence.'"

**JOACHIM VON RIBBENTROP**, German Foreign Minister, May 10: "France and Britain dropped their mask. The alarm in the Mediterranean was a feint behind which the Allies were preparing an onslaught on German territory through Belgium and Holland which the Reich could not tolerate."



HITLER

out any warning. This was done notwithstanding a solemn promise that the neutrality of our country would be respected so long as we maintained that neutrality. I herewith direct a flaming protest against this unprecedented violation of good faith and violation of all that is decent in relations between cultured States. I and my Government now will do our duty."



GAMBRLIN

**LEOPOLD**, King of the Belgians, May 11: "When it is a question of sacrifice or dishonor, the Belgian in 1940 will hesitate no more than his father did in 1914. . . . I shall remain faithful to the oath I took under the Constitution to maintain the independence and integrity of my country, as my father did in 1914. I have placed myself at the head of the army with the same faith and confidence in our cause. Belgium is innocent and with the help of God shall triumph."



VON RIBBENTROP

the Belgian people sees its territory exposed to the cruelties of war, we, being profoundly moved, send Your Majesty and to the entire nation so beloved by us assurance of our paternal affection. . . . while praying to the all-powerful God that this stern trial may end with the restoration of full liberty and independence to Belgium."

**NEVILLE CHAMBERLAIN**, in resignation speech, May 10: "As this is my last message to you from No. 10 Downing Street, there are one or two things I should like to say to you. During the period—it's almost exactly three years—that I have been Prime Minister, I have borne a heavy load of anxiety and responsibility. As long as I believed there was any chance of preserving peace honor-



WILHELMINA

ably, I strove to take it. When the last hope vanished and war could no longer be avoided, I strove equally hard to wage it with all my might. . . . The hour will come when we are to be put to the test, as the innocent people of Holland and Belgium and France are being tested already. And you and I must rally behind our new leader and with our united strength and with unshakable courage fight and work until this wild beast that has sprung out of his lair upon us be finally disarmed and overthrown."



LEOPOLD

**PRESIDENT ROOSEVELT**, to Pan American Scientific Congress, May 10: "I am glad that we Americans of the free Americas are shocked, that we are angered by the tragic news that has come to us from Belgium and The Netherlands and Luxembourg. . . . Today we know—we admit—that until recent weeks too many citizens of the American republics believed themselves wholly safe. . . . Perhaps this mistaken idea was based on a false teaching of geography. . . . It is a shorter distance from the center of Europe to Santiago de Chile than it was for the chariots of Alexander the Great to roll from Macedonia to Persia. In modern terms it is a shorter distance from Europe to San Francisco, California than it was for the ships and legions of Julius Caesar to move from Rome to Spain or Rome to Britain. . . ."



PIUS XII

"What has come about has been caused solely by . . . those who seek to dominate hundreds of millions of people in vast continental areas—those who, if successful in that aim will, we know down in our hearts, enlarge their wild dream to encompass every human being and every mile of the earth's surface. . . ."

"In the New World we live for each other and in the service of a Christian faith. Is this solution—our solution—is it permanent or safe if it is solved just for us alone? . . . Can we continue our peaceful construction if all the other continents in all the world embrace by preference or by compulsion a wholly different principle of life? No, I think not. . . . I am a pacifist. You, my fellow citizens of 21 American republics, you are pacifists, too. But I believe that by overwhelming majorities in all the Americas you and I, in the long run and if it be necessary, you and I will act together to protect, to defend by every means, to protect and defend our science, our culture, our American freedom and our civilization."



CHAMBERLAIN



ROOSEVELT



# LIFE PRESENTS A GERMAN AIR ATTACK ON A LONDON OBJECTIVE

The terror of England, brought menacingly close by the invasion of The Netherlands, is a full-dress Nazi air raid on an English objective. Such an air raid has been worked out in complete detail by LIFE, somewhat as the German air command would have meticulously planned it, and is shown on these pages in the drawings of A. Leydenfrost.

The objective is the group of three oil refineries in the Thames Haven oil depot already scouted and photographed by the Germans (see next page). They can be destroyed in ten hits with 300-lb. demolition bombs with a delayed action fuse of 4/10 sec. To get ten hits requires 134 bombs, calling for a minimum of 21 planes each carrying seven bombs. Allow-

ing for a 40% plane loss in transit, the Germans use 36 Heinkel 111K's plus, for protection, 18 Messerschmitt 110's. The dawn take-offs of these planes (see pp. 25-27) are timed so that when they get over England the sun will be in the enemy's eyes. Over the North Sea, they are discovered by three British Hurricanes (below right). The bombers (background) close up their defensive formation and the ones at the left rise slightly to raise their field of fire above the bombers at their right. The Messerschmitt escort leader above the bombers dips his wing as a signal. The Hurricanes, having reported the bombers by radio to British Fighter Command Headquarters (see p. 37), make a crossover turn and dive on the rear bomb-

ers. But they are blasted by the heavier fire-power of a flight of six Messerschmitts. One is gone, the others are doomed.

Their report, however, to headquarters gives a wrong direction for the attacking squadrons. For when the bombers reach the so-called Initial Point, the conspicuous landfall of North Foreland, they correct navigational errors, change direction and head straight for their real objective, now only 35 miles and eight minutes away. Shortly after this they are spotted by the land station on the north bank of the Thames Estuary (bottom), one of a vast grid of stations each covering eight square miles. The bombers are now stepped up in assault formation.



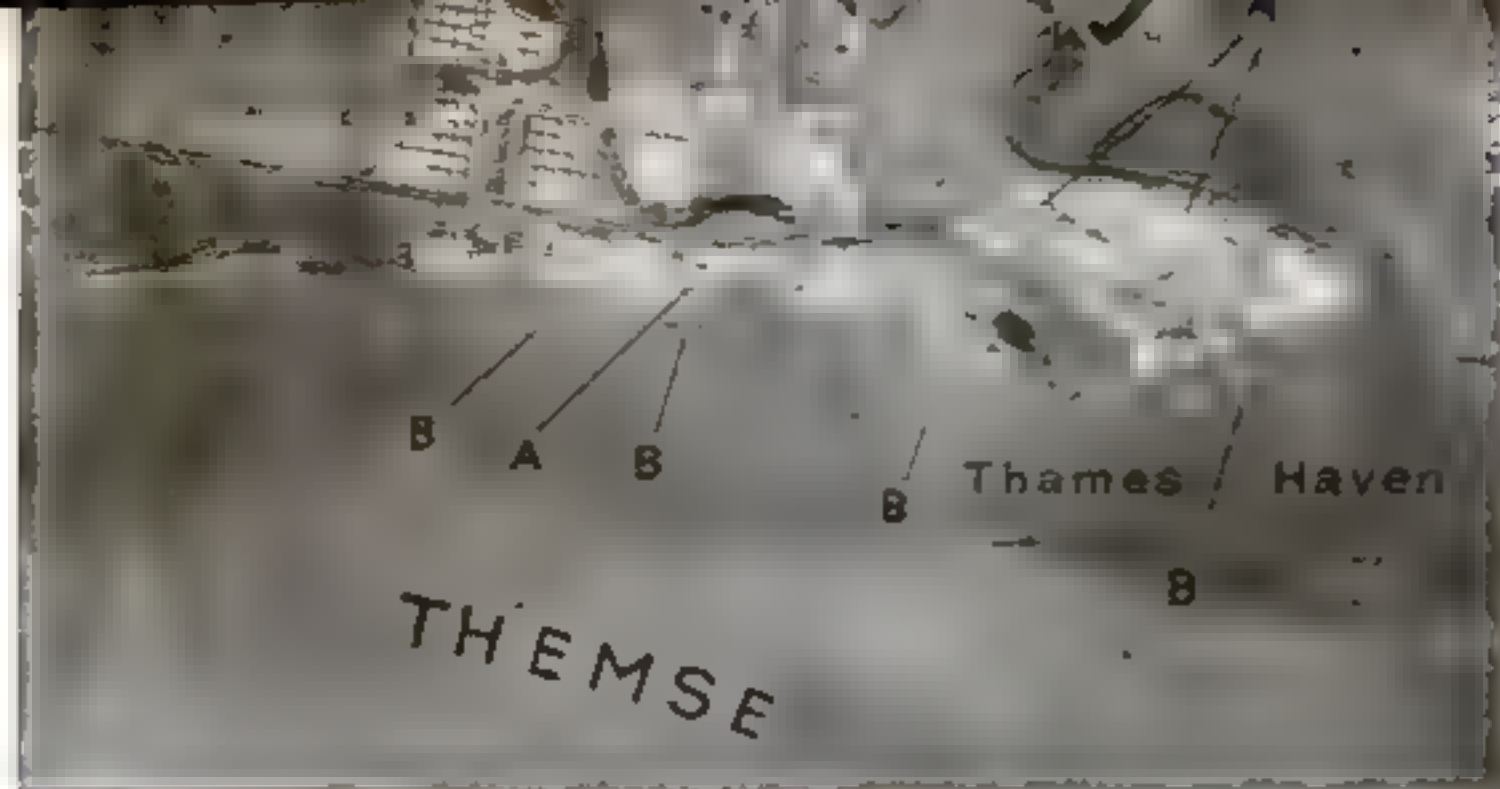
The German bombers, covering one another, are attacked by three fast British Hurricanes firing eight Browning ma-

chine guns from front edge of the wing. They are counter-attacked by bombers' Messerschmitt escort. Below: having

fought off Hurricanes, attack is spotted by shore watchers who phone local station speed, direction and numbers.







Actual air photograph of the objective chosen—the Thames Haven oil depot, was released by German Propaganda Ministry. Oil tankers (four of five) are seen streaking in picture below.

Total war (continued)

## THE ASSAULT IS DELIVERED BY

How bombers would do their work on their chosen objective in England is shown in drawing below. Thames Haven oil refineries are shown 10,000 ft. below, with the stream of bombs going at them. These bombs were dropped by squadron at bottom right, which at 240 m. p. h. immediately weaves back and dives to escape anti-aircraft. Squadron at top is just dropping its bombs in salvo. Squadrons at left have not yet reached their bomb release point. An indication of the speed of this action is that each squadron's bombs are dropped within two seconds.

The near plane at right, hit in the starboard engine and the tail by a British fighter, is about to crash. Pilot has just shut off wing, bombardier climbs out escape hatch. The bomber at left, hit by an anti-aircraft burst, has lost part of a

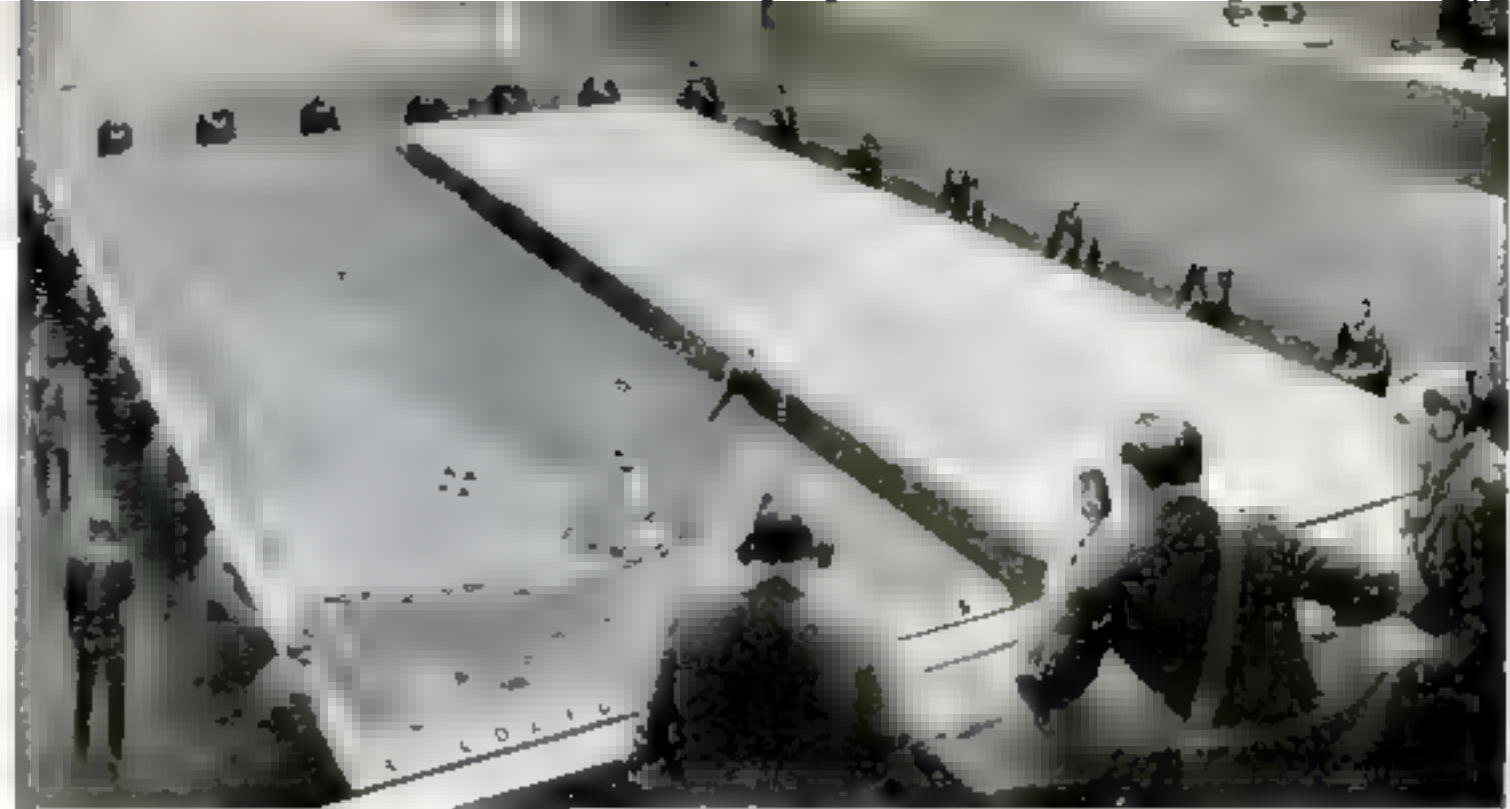




# GERMAN BOMBERS OVER ENGLAND

wing. Three of its crew of five have jumped. Escort and interceptor planes are fighting it out behind the observer. In far distance are seen balloons surrounding London proper. It is a fine clear day.

The British home defense is well organized but over-centralized and under-equipped. It depends chiefly on interceptor planes, Hurricanes and Spitfires. Its nerve center is shown at right. Here sit the chiefs of the balloon barrage, warning net, anti-aircraft guns and air-raid precautions, all under Marshal Dowding. The raid grid (right) shows attacks that have not been taken care of. The action grid (left) carries black arrows showing the defending British planes. On rear wall each light represents a section (three planes), lighted if ready, dark if servicing.



In Britain's Fighter Command Headquarters, Air Chief Marshal Sir Hugh Dowding (center foreground) commands action grid, watches reporting grid. He has ordered Hurricanes to attack.





## U. S. FLEET WATCHES DUTCH EAST INDIES

The spectacular picture below was taken on the evening of April 28 from the heights of Honolulu. It shows the searchlights of the largest number of U. S. warships ever docked in Pearl Harbor, fanning the sky in a parade which followed the Navy's 1940 war games, centering in Hawaii.

On May 7 the entire fleet of 130 ships scheduled to start back for the Pacific Coast next day was ordered to remain in Hawaii indefinitely. The reason for this prescient order became plain as Nazi bombers drove over Holland three days later. Only last month Secretary of State Hull, anticipating just such an invasion, had politely but pointedly warned

Japan that the U. S. would expect it to keep hands off the Dutch East Indies. Now, presumably, if that warning is ignored, U. S. guns will speak.

At the first war flash from Holland last week, out from the office of the Indies' Governor General in Batavia went telegrams to district authorities bearing the single word "Berlin." Forewarned, officials promptly clamped down martial law, interned all Germans over 16, seized 19 German merchant ships lying in Indies harbors. The Indies' defense force, consisting of 40,000 crack troops, 68 naval vessels and a sizable air fleet, could probably hold off an invader until the U. S. Fleet arrived from Hawaii.



The 20,000 islands of the sprawling Netherlands Indies are a large source of U. S. rubber and tin, and of Japanese oil.





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*and Bottlers say*  
**You Can't Beat International  
Trucks**



Outstanding popular truck for bottlers is the International Cab-Over-Engine Model D-300 with its ideal  $\frac{1}{2}$ - $\frac{3}{4}$  load distribution. Unusual maneuverability saves time between stops in city hauling. The comfortable cab provides easy riding, wide-angle vision and maximum safety for driver, truck and load.



**I**T'S a grand old American custom to slake your thirst with a delicious, sparkling bottled beverage. The cost is small and the satisfaction great.

Only an immense industry operated at the peak of efficiency could make it possible for you to take your choice of hundreds of long, refreshing drinks at only a nickel apiece.

Over 7,500 independent bottling companies distribute 21 billion bottles a year through half a million outlets, making the retail volume just about an even *billion* dollars annually!

Transportation is a factor of the most vital importance in the bottling business. Bottlers

themselves will tell you that flavor sells their products *but their profits depend on their trucks.*

That's why so many bottlers standardize on International Trucks.

For any business, Internationals offer a complete range of sizes, from  $\frac{1}{2}$ -ton light-delivery to powerful six-wheelers. Each model is engineered to do its job at the lowest possible cost per ton or per mile. The International dealer or Company-owned branch nearest you will demonstrate International performance and economy any time you say.

**INTERNATIONAL HARVESTER COMPANY**  
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# INTERNATIONAL TRUCKS

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# HER EYES WILL LINGER *Longest* ON THE GIFTS SHE'LL ALWAYS USE



OVER and over, year after year, she'll remember who gave her those specially treasured gifts—of interwoven beauty and utility. Her *Toastmaster* Hospitality Set . . . what a happy thought! How many pleasant parties it will inspire, with everybody having a marvelous time, and the hostess enjoying the luxury of being a guest in her own home! . . . There's the ample

walnut tray . . . the "personal" lap trays . . . the appetizer dishes in sparkling Duncan crystal . . . the clever toast-trimmer and the finest of toasters! Fully automatic, it times the slices to order—light, dark, or in-between. Up they pop, toasted both sides, piping hot—and off goes the current. The last word! Glance at another gift hit of the season, the new *Toastmaster* Waffle

Service—with its automatic signal-light waffle baker, syrup jug and batter bowl in soft-toned Franciscan ware, and the chromium ladle that measures just one waffle to a drop. When friends flock in for Sunday-night waffle suppers, you'll be remembered! The De Luxe Hospitality Set, \$23.95 (Standard Set, \$19.95); Waffle Service, \$16.95 . . . wherever fine appliances are sold.



**TOASTMASTER**  
*Hospitality Set*  
AND  
*Waffle Service*





The new Hill cars, shining like bright new bullets, have been making test runs on the Santa Fe tracks in California, hitched behind awkward old-style cars. These test cars are

constructed of plywood. New ones will be made of steel in lightweight construction. An incongruous note is the old-style lamp to be seen sticking out near the streamlined tail.

## "EMPIRE BUILDER" HILL'S GRANDSON BUILDS A JOUNCELESS RAILROAD CAR

James J. Hill, the Empire Builder of the Northwest, built his empire on railroad tracks—those of the Great Northern, the Northern Pacific, and the Chicago, Burlington & Quincy. Cortlandt Hill, one of Jim Hill's grandsons, is engaged in another kind of railroad building. For five years Hill, along with William Van Dorn and Dr. F. C. Lindvall, has been working in California on a radically new kind of railroad car. This fall three of their cars will go into test service on three big railroads—the Santa Fe, the Great Northern and the Burlington.

The new cars are low-slung, as streamlined and sleek as a new airplane. Hill calls them "jounceless." They go around curves like a breeze, ride over bumpy roadbeds with hardly a quaver.

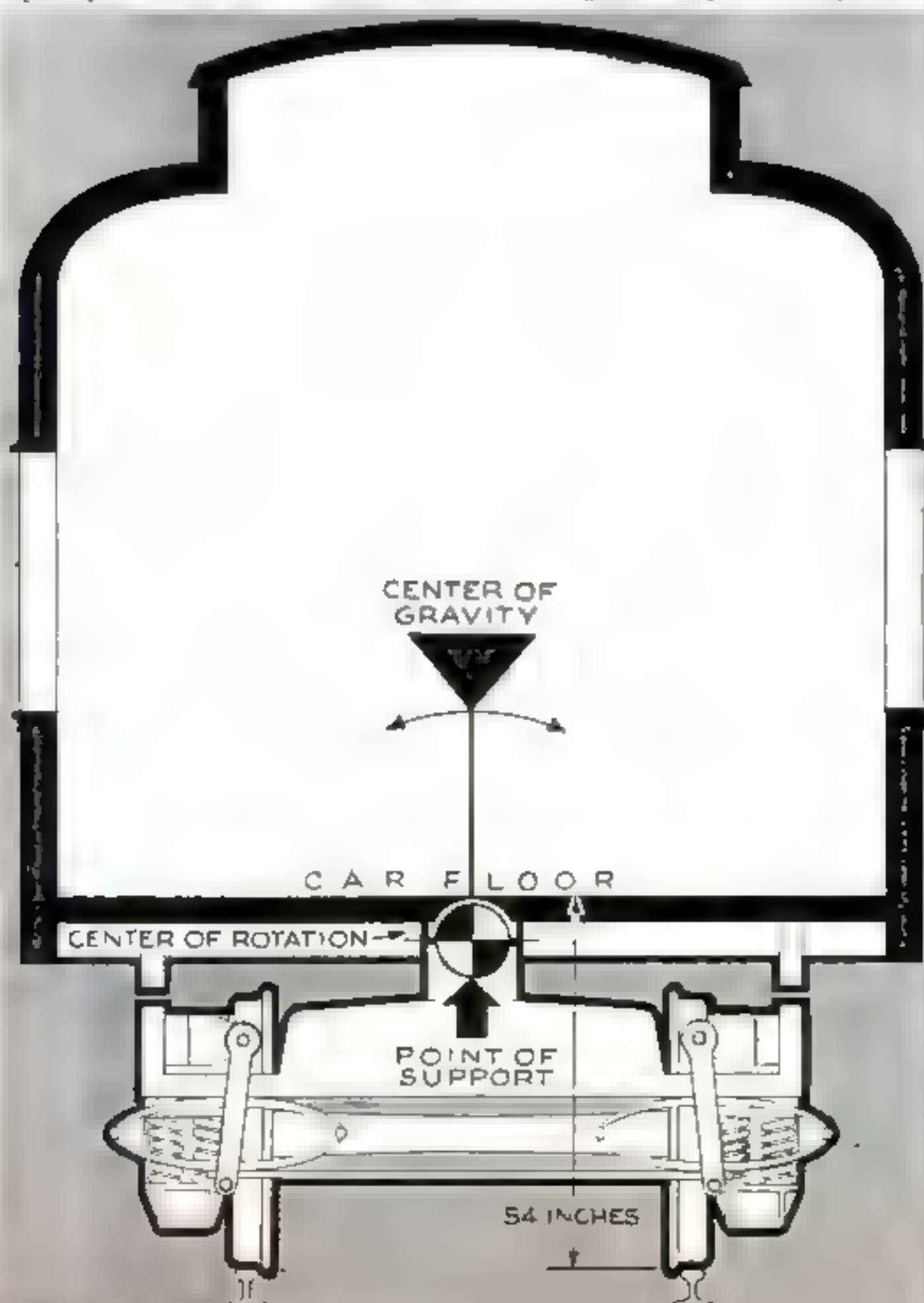
What makes them jounceless is an entirely new kind of suspension, shown in the diagrams below.

The Hill cars have two high springs whose tops are above the car's center of gravity. Going around a curve, the car hangs on these springs and banks inward. Old-style coaches, sprung well below their center of gravity, fight the curve by leaning outward. The Hill cars' springs are very soft. As the wheels go over track irregularities, they cushion out the bumps. At 50 m. p. h. the car is virtually vibrationless. At 97 m.p.h. it is still quite comfortable.

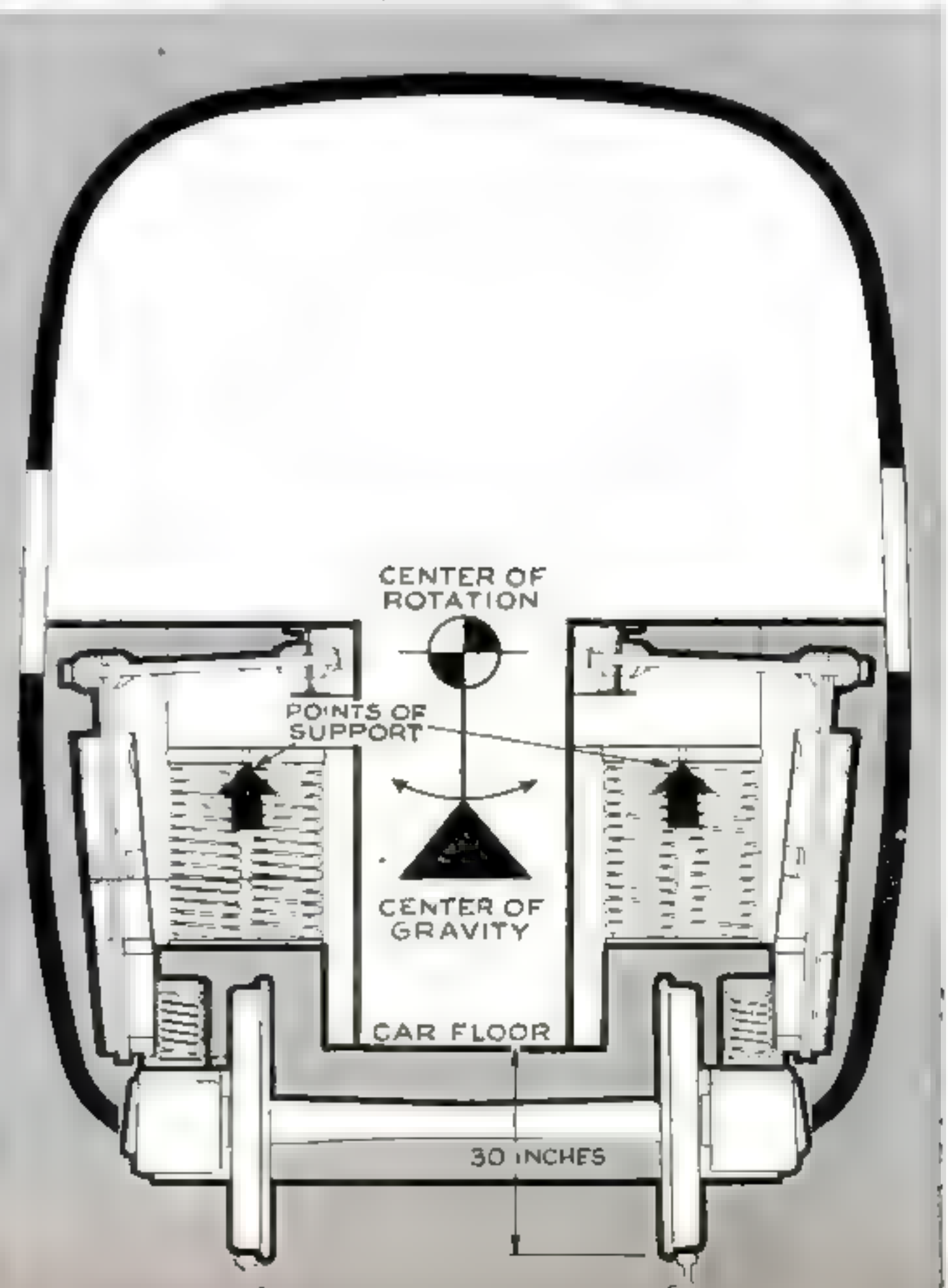
One way of improving railroad riding is to improve the roadbed. This, of course, is a very expensive procedure. The Hill method of improving the car promises a much cheaper and simpler way.

CONTINUED ON NEXT PAGE

Old-style railroad car is attached to one point on the truck which is well below car's center of gravity. With a low center of rotation, the car swings like an upside-down pendulum.



The Hill car balances on two high, soft springs well above car's low center of gravity. With a high center of rotation, the car swings like a properly hung pendulum, increasing comfort





**NOW...**  
*you have real protection against  
**SKIDS and BLOWOUTS***



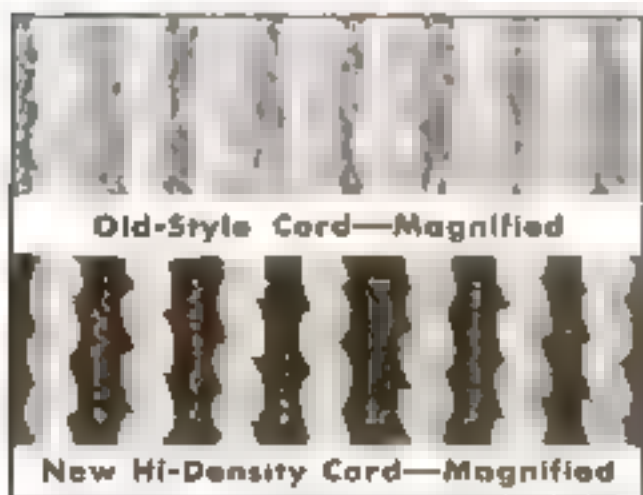
The Hood Red Man says "Let's take a Hood Look"



"Unlike ordinary tires—Hood gives you both nonskid safety and long, even wear. Those zigzag center ribs give you a safe nonskid grip, on wet, slippery roads. And the continuous outer ribs mean long wear and a smooth ride."



"Between tread and tire body is the famous Hood Speed Shield. It's a double corded layer of special red rubber, to cushion the shocks and bruises that so often lead to dangerous blowouts. Adds to your riding comfort, too."



"And see how those new compact Hi-Density cords make room for more rubber insulation around each cord. The result is a cooler running tire—for longer life—and a more flexible tire, to absorb the bumps of rough roads."



You'll find these safer, more comfortable, longer-lasting Hood tires at your nearest Hood dealer's. He'll surprise you when he tells how little this premium protection actually costs you.



**SPEED PROTECTED TIRES**

43 YEARS OF QUALITY RUBBER PRODUCTS

## Hill car (continued)



In an old-style car, a glass of water comes dangerously near to slopping over brim as the train goes around a curve. Notice the tilt of the water surface in the glass.



In the new car, water surface remains level on curve. Only a ripple disturbs it. Left above is O. A. Smith of Pacific Electric Railway. Right is E. E. McCarty of Santa Fe.



# One Look is Worth a Thousand Words



WE MEAN ONE GOOD LOOK! For behold, the live-a-beauty of this big, new De Soto is a challenge to you, if you own a car 2, 3, or 4 years old.

You may not realize it, but there are 39 new developments in car styling, comfort, and engineering that you don't have. And they're all in the '36 De Soto.

Let's look at some. De Soto is 122 1/2" high to hub, 57" to 10" longer than your car. All doors are tied with the bottom, easy entrance. The windows roll down! Seats are full 5 1/2" wide. It's a car that's just what you need. You ride, relaxed, between cushions... float over bumps, bumps, and bumps.

How about safety? De Soto's way ahead—wide, greater glass area all around—a curved glass rear window reduces glare. Sealed Beam Headlights with 60" better road light reduce eye strain—a Safety Signal Speedometer shows green, amber, red, as your speed increases.

This smart, 100-horsepower De Soto gives you all that's new—at prices \$20 to \$48 lower than last year! See your De Soto dealer today for a good deal on the only car with all 39 features you don't have now. DE SOTO DIVISION OF CHRYSLER CORPORATION, DETROIT, MICHIGAN.

MAJOR BOWS TO THE CUBS, THURSDAYS, 7 TO 10 P.M., E.D.S.T.

**DE SOTO**  
AMERICA'S FAMILY CAR

DE LUXE COUPE	DE LUXE SEDAN
<b>\$845</b>	<b>\$905</b>

Delivered at Detroit, including Federal taxes, Transportation, state, local taxes, if any, extra. Price includes bumpers, bumper guards, spare tire and wheel, tail lights, windshield wipers, safety glass.







Trophies of Marshal Bishop's aerial heroism in the last war mount the library walls of his home. On top is his blue-

stained propeller, which earned him the nickname "Blue Nose." Below it hangs a wing tip of von Richthofen's plane.

# AIR MARSHAL

Billy Bishop, Canada's great war ace, now peps up young recruits



BILLY IN 1911

When Billy Bishop first entered the British Army in 1914 he was 20, a thin slip of a lad with blue eyes and a shock of sandy hair. Today Billy Bishop is in the army again, but with a difference. He is 40 and stocky; his hair is thin and whitish; and William Avery Bishop is now A.R. Marshal of Canada. True, his title is an honorary one. As direc-

tor of recruiting his work consists of flying from airport to airport, talking to recruits, bracing the spirits and stirring the hearts of Britain's fledgling fliers. But his is a vital part in helping Canada produce 12,000 pilots every 28 weeks for the life-and-death struggle overseas.

When Air Marshal Bishop comes to visit a Canadian air station, excitement runs through the youthful ranks. To them Billy Bishop is a living legend. He is the ace who, in the last war, fought 170 battles in mid-air, attacked singlehanded a German airframe twelve miles behind the lines, defied Germany's price on his head with a bright blue smut on his silver machine, limped back home with as many as 100 bullet holes in his fuselage, once fell 4,000 ft. in a burning plane and got ten decorations for destroying 72 enemy craft. Though Germany's Manfred von Richthofen downed 80, France's René Fonck 75 and Ireland's Edward Mannoek 79, Canada's Billy Bishop is still, in the eyes of many, the deadliest fighter the air has so far known. No one has equaled his record of bagging 25 planes in his last twelve days, five of them in his last two hours of fighting.

Since then Billy Bishop has been a businessman in England, an oil executive in Canada, a private aviator who was almost blinded in a crack-up. But with the declaration of war last fall, back to the colors went Canada's greatest ace as adviser and example to thousands of young war birds who dream of achieving the honors once awarded Billy Bishop.

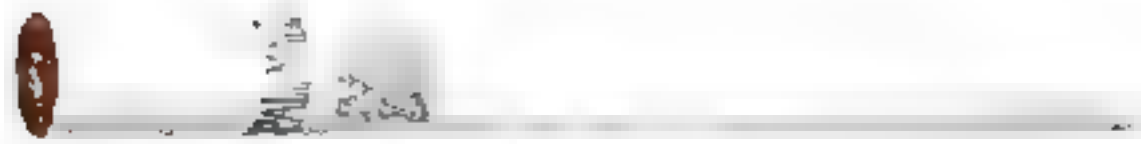


A visit is made by Billy Bishop to the Ottawa air station, where young fliers from Winnipeg get final training for overseas. Marshal Bishop is the official "pepper-upper" for recruits.



Recruiting plans are drawn in Ottawa with Billy Bishop's advice at a meeting of Canada's air personnel chiefs. Canada is now Britain's greatest provider and trainer of war pilots.





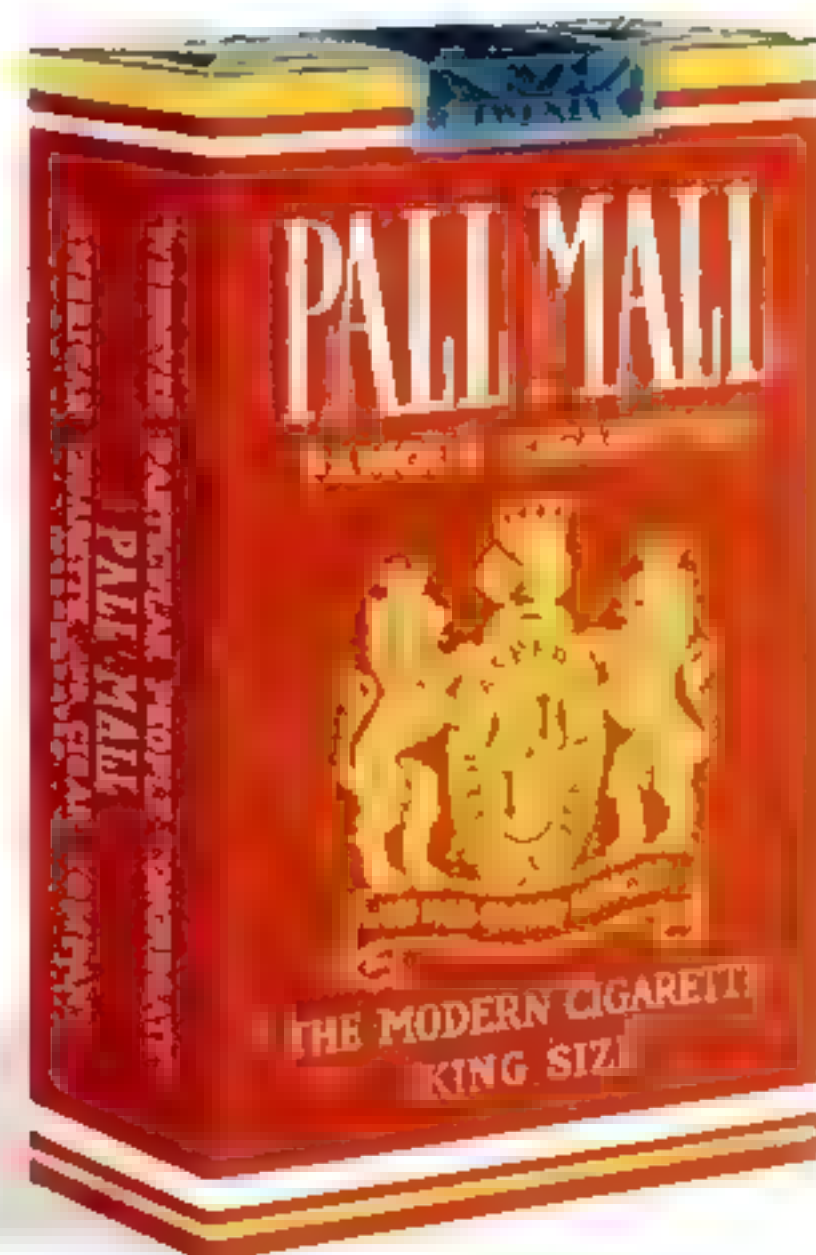
• *The additional length travels the smoke further*

**RESULTING IN A NOTICEABLY COOLER AND SMOOTHER CIGARETTE**

• SMART PEOPLE EVERYWHERE are welcoming the distinguished new Pall Mall because its greater length travels the smoke further, and thus gives you a noticeably cooler and smoother cigarette.

By traveling the smoke further, the flavor and aroma of the superb Pall Mall tobaccos are greatly enhanced. The price remains but 15¢ for twenty.

Yourselves, try Pall Mall critically!





# Are you leading a COLORFUL LIFE?

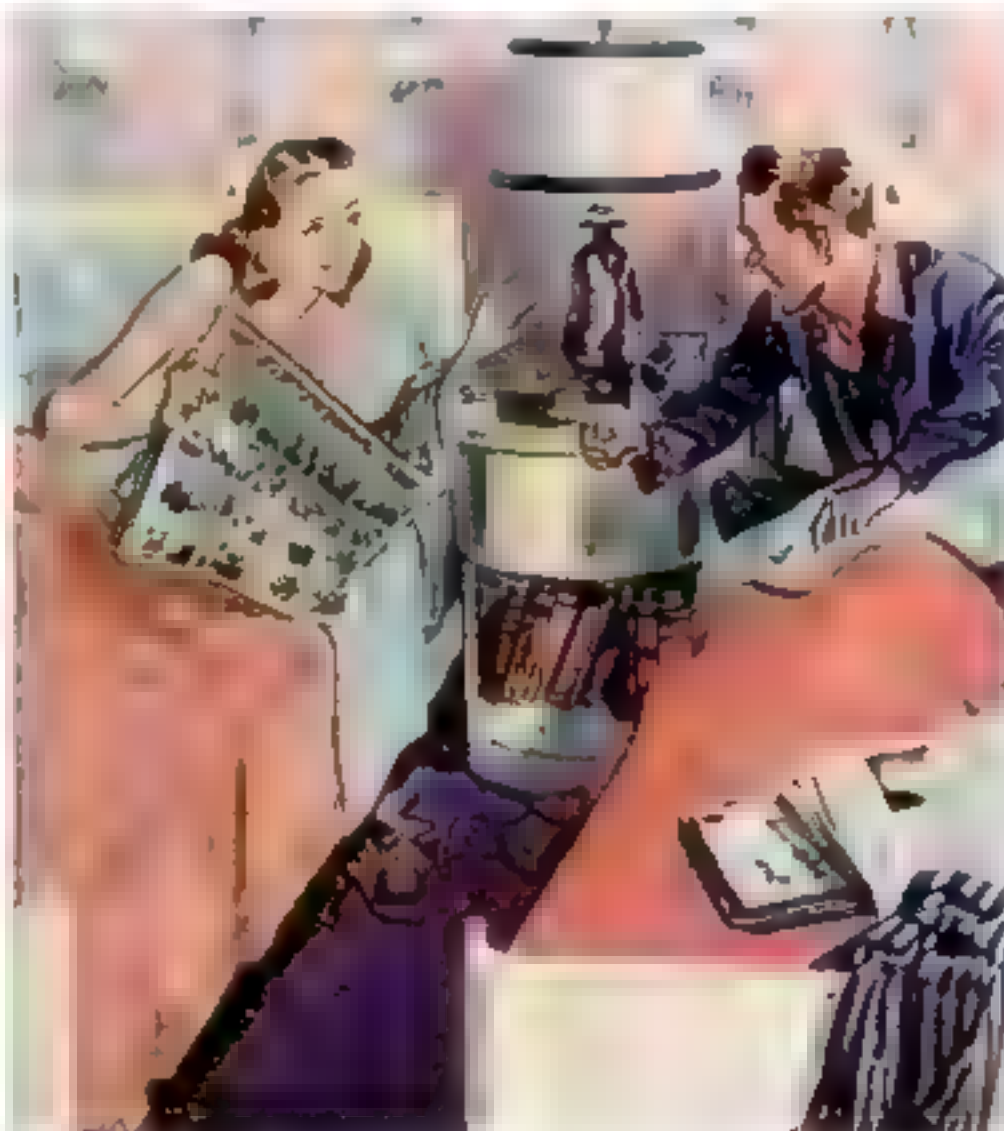
**COTTON WEEK'S A GOOD TIME TO START**—After all, color is character, beauty and spirit. In everything we see, in every thing we do, color makes the difference—a difference you'll appreciate in fabrics bearing the Pepperell Label. If it's a matter of quality and value, this famous house-mark is your guarantee. If it's a question of color... well, what do you like?

PEPPERELL

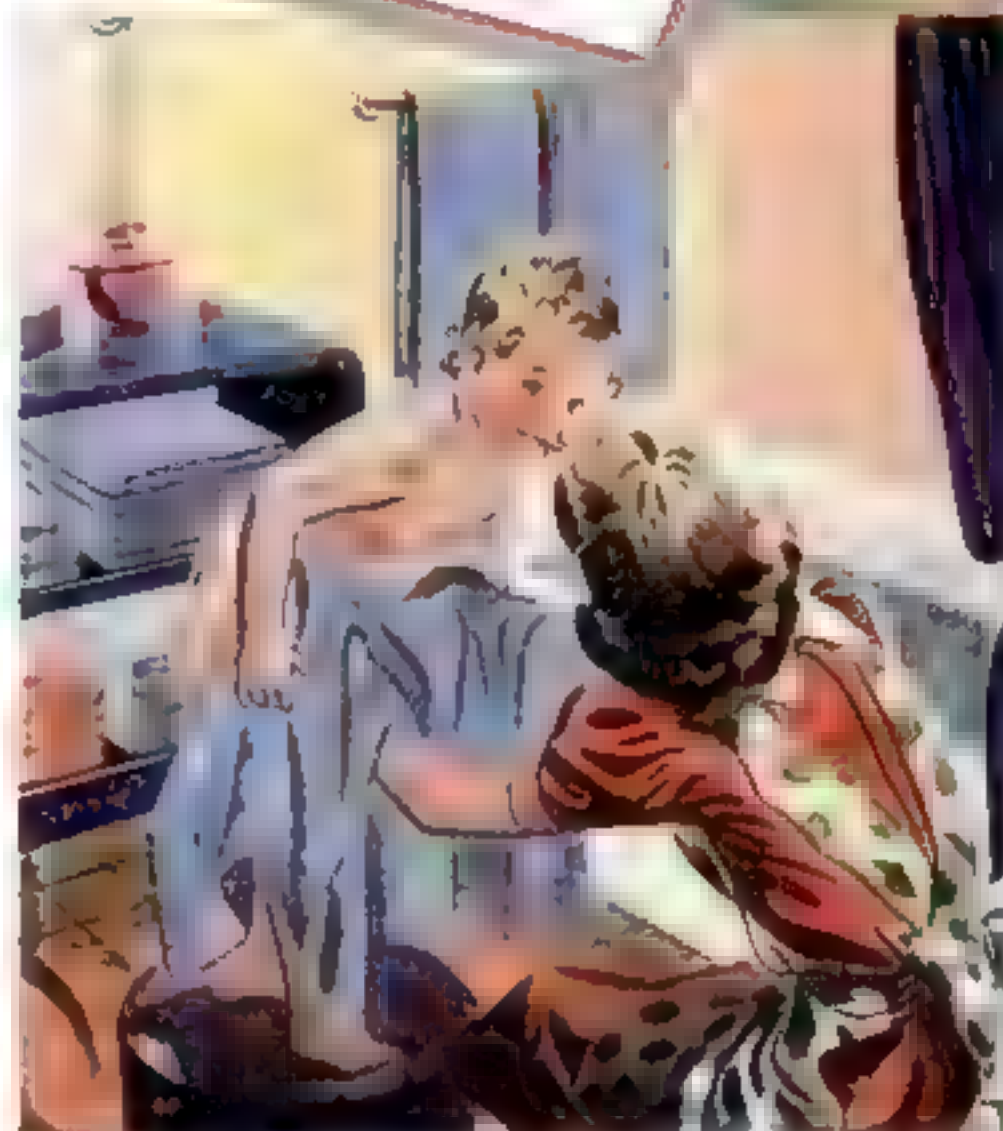
FABRICS



**Do you prefer Peach?**—If you do, you're going to love the soft, powdery peach in Pepperell's Collection of Colored Sheets. Whether you buy long-wearing Lady Pepperell Service Weights at about \$1.69 each or sheer Pepperell Percales for a few cents more—you have a choice of color at its best, be it blue, green, peach, maize, orchid, or dusty rose.



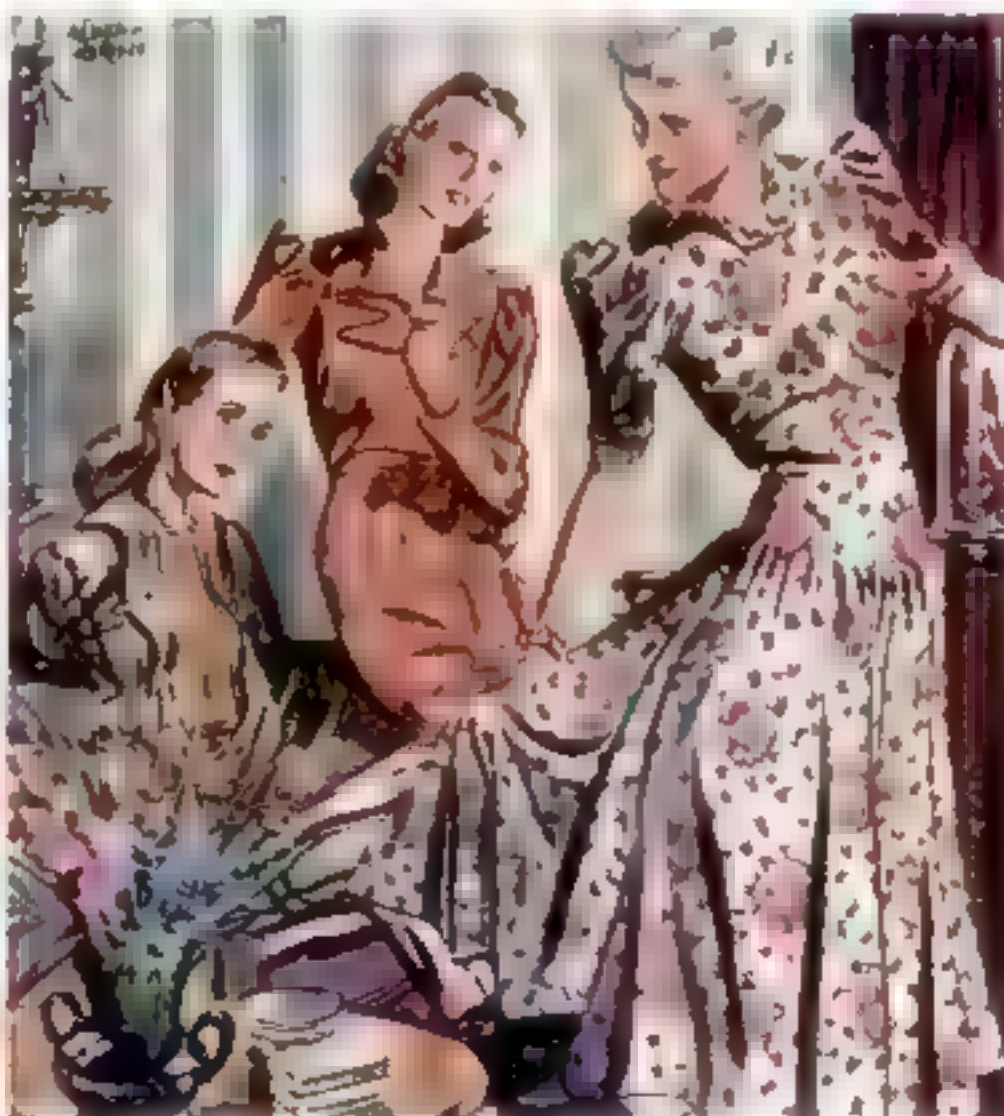
**Are you "set" on Cedar?**—It really doesn't matter. Whatever your favorite color, you'll find it loomed into the sensational new Lady Pepperell Blanket. Just in case you haven't heard, this is the much-talked-of blanket that combines the strength of cotton and the warmth of wool for as little as \$5.00 to \$6.00—about half what you'd expect to pay.



**Do you bask in Blue?**—Blue is just one of the many "preferred pastels" that illuminate the beauty of Lady Pepperell Towels in tones that match your sheets... towels that are soft and fleecy and very inexpensive (about 49¢)... and so much more thirsty than the ordinary towel you really have to try them yourself to believe their absorbency.



**Do you match your colors?**—To fabrics that once were bought solely for stamina, Pepperell brought the basis of style that is color. Today, for work or for play, America no longer buys odd shirts or odd pants... Today America buys a wide variety of ensembles of durable Sanforized\* Pepperell Fabrics in tan, if you like, or blue, green, gray, or any one of a host of very practical color-fast shades.



**Would you like a Bouquet?** Then by all means, visit your favorite store and see the new collection of Pepperell Prints... This year everything about Pepperell Prints echoes the turn of a decade... glorious bursts of smart, vivid color... exquisite innovations... refreshing revivals... and, above all you'll appreciate the satisfaction of traditional Pepperell Quality at popular prices you'll like to pay.



BLUE • GREEN • CEDAR • PEACH • ROSE • ORCHID

**Do you appreciate economy?**—As a Demonstration of the Extra Value for which Pepperell is famous you can own all of a Lady Pepperell Colored Sheets, a Lady Pepperell Colored Pillow Cases and a downy Pepperell Koolnite Summer Blanket all for \$5.98. Sheets and Pillow Cases are offered in the harmonious Pepperell pastels. Blankets are available in the warm matching tones listed above.

WHY NOT WRITE US FOR A FREE INTERESTING BOOKLET ON THE CARE OF FABRICS? PEPPERELL MANUFACTURING COMPANY, 179 STATE STREET, BOSTON, MASSACHUSETTS

\*Residual shrinkage of this fabric will not exceed 1%





Horses and mud were not to the taste of Lieut. Billy Bishop, who, at 20, left Canada's Royal Military College to join a regiment of Toronto cavalry. One day in England, while mired to the knees, he saw a trim British plane, decided to be a flier.



The propeller and wings of this old-fashioned Nieuport Scout lifted Billy Bishop to fame when he was transferred to Royal Flying Corps Squadron 60 in France, March 1917. Its maximum speed was 107 m p h. Censor deleted squadron number on rudder.



With this Lewis machine gun Billy Bishop crossed off 47 enemy planes in his first five months of air combat during spring and summer of 1917. He became a major, was decorated with the Victoria Cross, had a price set on his head by Germany.

CONTINUED ON NEXT PAGE



## Air-Condition

Heaven down to earth...for every girl with get up and go! They're MUNSINGWEAR's knitted whisper-weight Kumfisheers, so snug-fitting you can scarcely tell where they leave off and you begin. Play hard as an Olympic champion...they won't ride, roll or rumple. Soft Du Pont rayon and cotton, knitted with air spaces into the coolest propositions yet for active wear. Panties and suits... modest only in price. At better stores.

## MUNSINGWEAR

*Fit That Lasts*

MUNSINGWEAR, INC • MINNEAPOLIS • NEW YORK • CHICAGO

## THIS MONTH IN FORTUNE

**The FORTUNE Survey: XXX**... revealing an unexpected shift in third term sentiment, disclosing a growing demand for revision or abandonment of a large part of the New Deal, and showing just where each of the leading presidential candidates now stands.

**Refrigerator Price War**... why it will probably sell more refrigerators and make less money for the industry this year than ever before.

**Standard Oil II**... describing the war-time problems and policies of America's biggest international business.

**U. S. Youth**... a surprising answer to whether the boys and girls who attended the February Youth Congress really are 'a bunch of Communists.'

**Jesse Jones and His RFC**... how it has made a net profit of \$100,000,000 for the government after disbursing \$10,500,000,000 during eight of the leanest years in America's economic history.

**And: Sperry. The Corporation**... Sperry: The Products... Paris at War: A Color Portfolio of Sixteen Paintings... Business-and-Government Editorial.

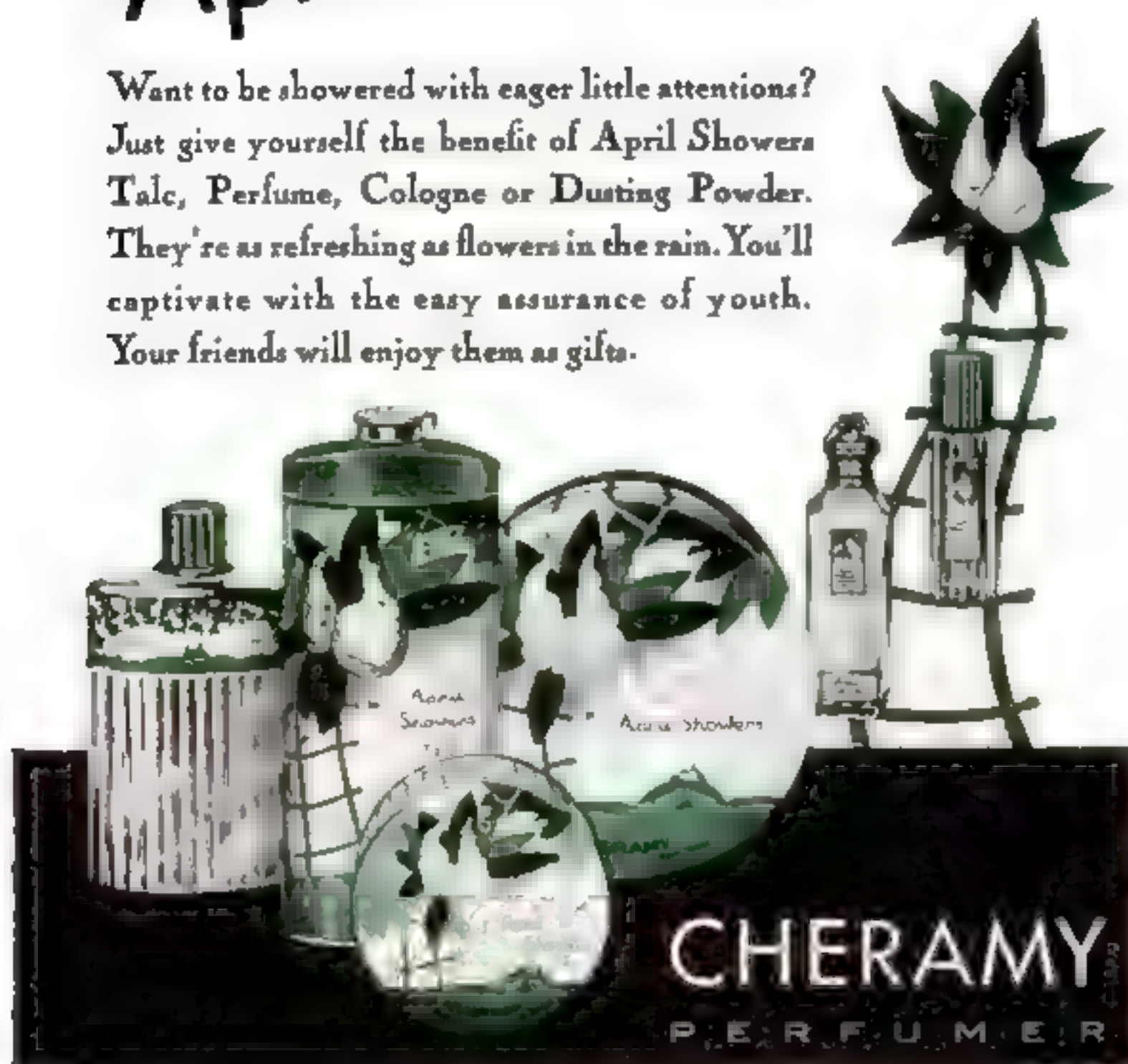
FORTUNE is sold by subscription only at 330 East 22nd Street, Chicago. The price is \$10 a year.





## April Showers

Want to be showered with eager little attentions?  
Just give yourself the benefit of April Showers  
Talc, Perfume, Cologne or Dusting Powder.  
They're as refreshing as flowers in the rain. You'll  
captivate with the easy assurance of youth.  
Your friends will enjoy them as gifts.



## Air marshal (continued)



The war are got married while on leave in Toronto, October 1917. On his honeymoon in Dayton, Ohio as a member of the British mission, he wrote *The Wings of War*. Then all spring 1918, he recruited in Canada and instructed in England.



Picked men from English, Canadian and U.S. air forces formed Billy Bishop's own 83rd Squadron in May 1918. Fourth from left is Elliott Springs, who started a cycle of aviation stories with *War Birds* (1928), owns many South Carolina cotton mills.

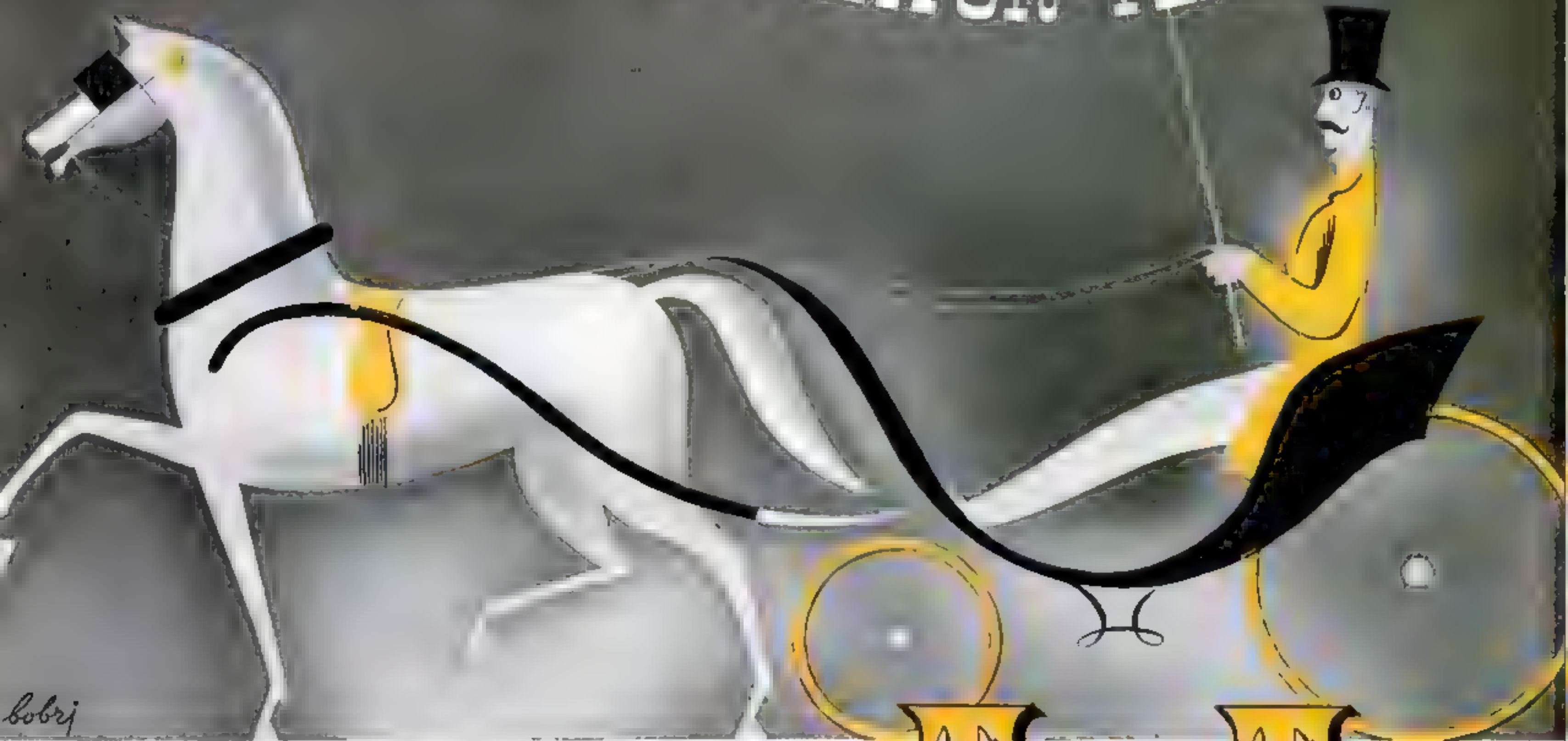


On his last day as a pilot, June 20, 1918, Bishop destroyed five planes in two hours, then signed over his squadron on the back of an orderly to join the Air Ministry staff. In his last twelve days he bagged 25 ships, greatest of all short-term records.

CONTINUED ON PAGE 50

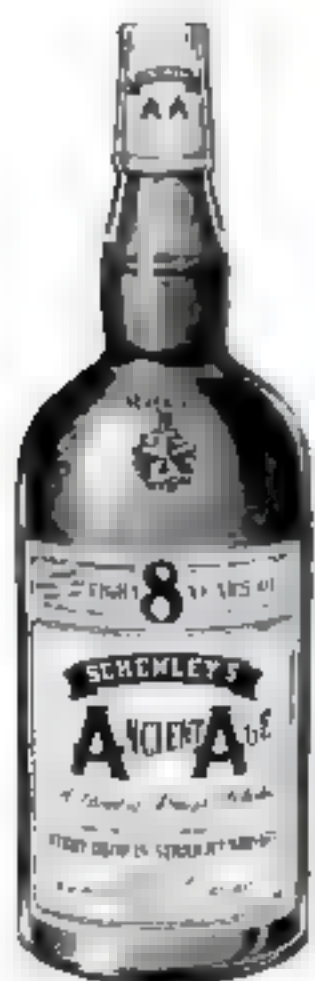


Enjoy the luxury of the "FLAVOR-YEARS"



ANCIENT AGE

in the mellow ripeness of Ancient Age



Whiskey comes of age to be bottled in bond at only four years old; a sort of official "majority." But beyond four, each year adds finer flavor-character—as more maturity brings richer mellow-ness...There is no substitute for time; no short-cut to the quality you get in Ancient Age. Patiently mellowed to give you the full taste advantage of extra "Flavor-Years," the straight whiskies in Ancient Age are EIGHT YEARS OLD\*

Also available  
at 5 years old

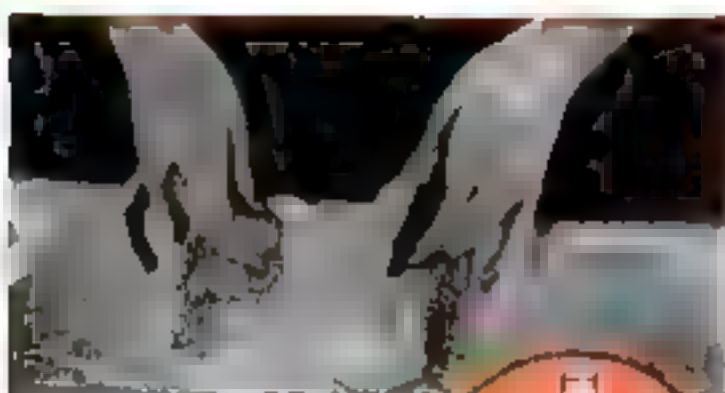
KENTUCKY STRAIGHT BOURBON WHISKEY.  
THIS WHISKEY IS 5 YEARS OLD, 90 PROOF.  
COPR. 1940, SCHENLEY DISTILLERS CORP., N. Y. C.

\*ANCIENT AGE IS A DE LUXE BLEND OF  
STRAIGHT WHISKIES, 90 PROOF THE STRAIGHT  
WHISKIES IN THIS PRODUCT ARE 8 YEARS OLD.



**PERSONALLY  
I LIKE  
SOFT WHITE  
PANTS**

**GENERAL ELECTRIC  
WASHER**



**Gentle Thorough  
Washing Action**  
Like your own hands, the  
Activator Washing Action  
handles each piece sepa-  
rately and washes each  
piece thoroughly



**You'll always be glad you  
bought a G-E**

- 1 Activator Washing Action—  
saves your clothes.
- 2 One Control Wringer—so easy  
to use.
- 3 Long Life Mechanism—only 4  
moving parts.
- 4 Requires no oiling.
- 5 Easy-to-clean porcelain enamel  
tub.
- 6 Granodized finish—resists rust.



**PLAN YOUR MODERN LAUNDRY NOW**  
When you look at G-E Wringer-type or  
Spin-Basket Washers, look at the G-E  
Rotary-type and Flatplate Ironers and the  
new G-E Tumbler Dryer.

*"It's Easy To Stay Young Electrically"*

**GENERAL ELECTRIC**

### Rely On the Gentle, Thorough Action of the G-E Washer to Get Clothes Soft, Clean, Fluffy

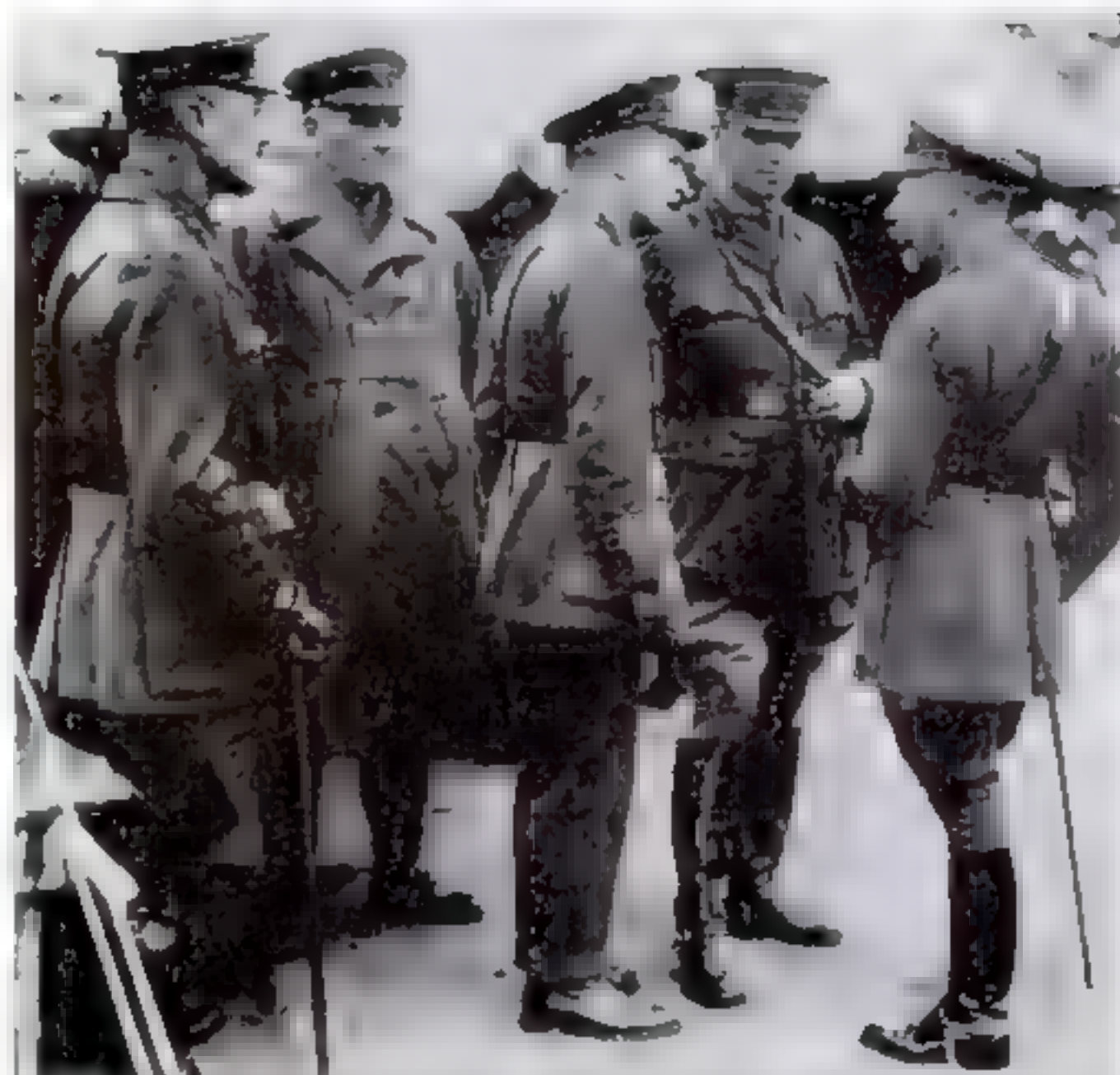
● If you're fussy about your wash, you'll  
love the G-E Washer. Its Activator Wash-  
ing Action duplicates the action of your  
own hands. It gently soaks, gently flexes  
and thoroughly washes each piece sep-  
arately, and washes every inch. Because it  
is so thorough, each piece comes out  
clean and fresh. Because it is so gentle,  
it is kind to your clothes.

The General Electric Washer saves  
time and strength. It is a handsome ad-  
dition to any kitchen or laundry. See the  
new models in their gleaming porce-  
lain-enamel finish, and ask for a demon-  
stration. Your nearest General Electric  
dealer has them on display and will  
help you plan convenient payments.



Be sure to see the One-Control Wringer—  
an exclusive feature on G-E Washers.  
One simple motion of your hand in-  
stantly starts—or stops—all wringer action.

### Air marshal (continued)



From King George VI, Billy got all top British decorations, including Military Cross, Distinguished Service Order, Victoria Cross. Lacking more honor initials to put after his name, the King suggested they put some before and call him "Archbishop."



Tribute to an erstwhile foe was given Billy Bishop in 1928 by the Berlin Aero Club. On the foreword of a book by German Ace Ernst Udet (27 planes), Hermann Göring (20 planes) and others inscribed "greetings to a competitor from the other side."



When this picture was taken in 1928 at the Berlin Aero Club banquet, neither Göring nor Billy Bishop, sitting side by side on sofa, were marshals. Both now have the same post on opposite sides of a war in which air skill may determine the victor.





EVERYBODY'S EATING IT  
—FOR FUN  
—FOR HEALTH

Kids love and need this healthful treat;  
Kids should have lots of it to eat.  
Serve Liver Sausage to each one  
For health, for strength—for eating fun.

Children reach for foods they like. They love Liver Sausage—come back for more. The beauty is, it's good for them too.

As its name suggests, it has the health appeal of liver, the taste appeal of sausage.

It's all food, and a smile wide.

It's composed of pure, tender ingredients—mixed, cooked and seasoned, then packed

in its natural container, ready for you to slice off and eat (or slice off and heat).

Liver Sausage (or "Braunschweiger", as smoked liver sausage often is known) gives you the familiar health benefits of liver—minerals, protein and health-building vitamins—in one of the most palatable forms in which you ever ate them.

You eat for health—and have fun too.

It slices for cold plates and sandwiches, it spreads for hors d'oeuvres, and now it heats for savory new hot combinations. He-men, home-makers and home-economists alike endorse it. *Do you know* how good it tastes—how healthful it is—how versatile it can be? See your meat man for *that good liver sausage*—and see him soon.

INSTITUTE OF AMERICAN MEAT PACKERS



## Now try it hot!

### Open Liver Sausage Sandwich

1 slice liver sausage  
2 slices bread 1/2 inch thick, toasted  
2 slices of bacon  
1 lettuce salad dressing 1/2 sliced  
tomato 1/2 pickle 1/2 water-  
cress

Fry bacon until crisp. Cover one slice of toast with hot sauce leaf fry tomato slices on leaf and fry with salad dressing. Place two slices of bacon on other slice of toast and liver sausage on top. Finish with dal pickle and watercress.

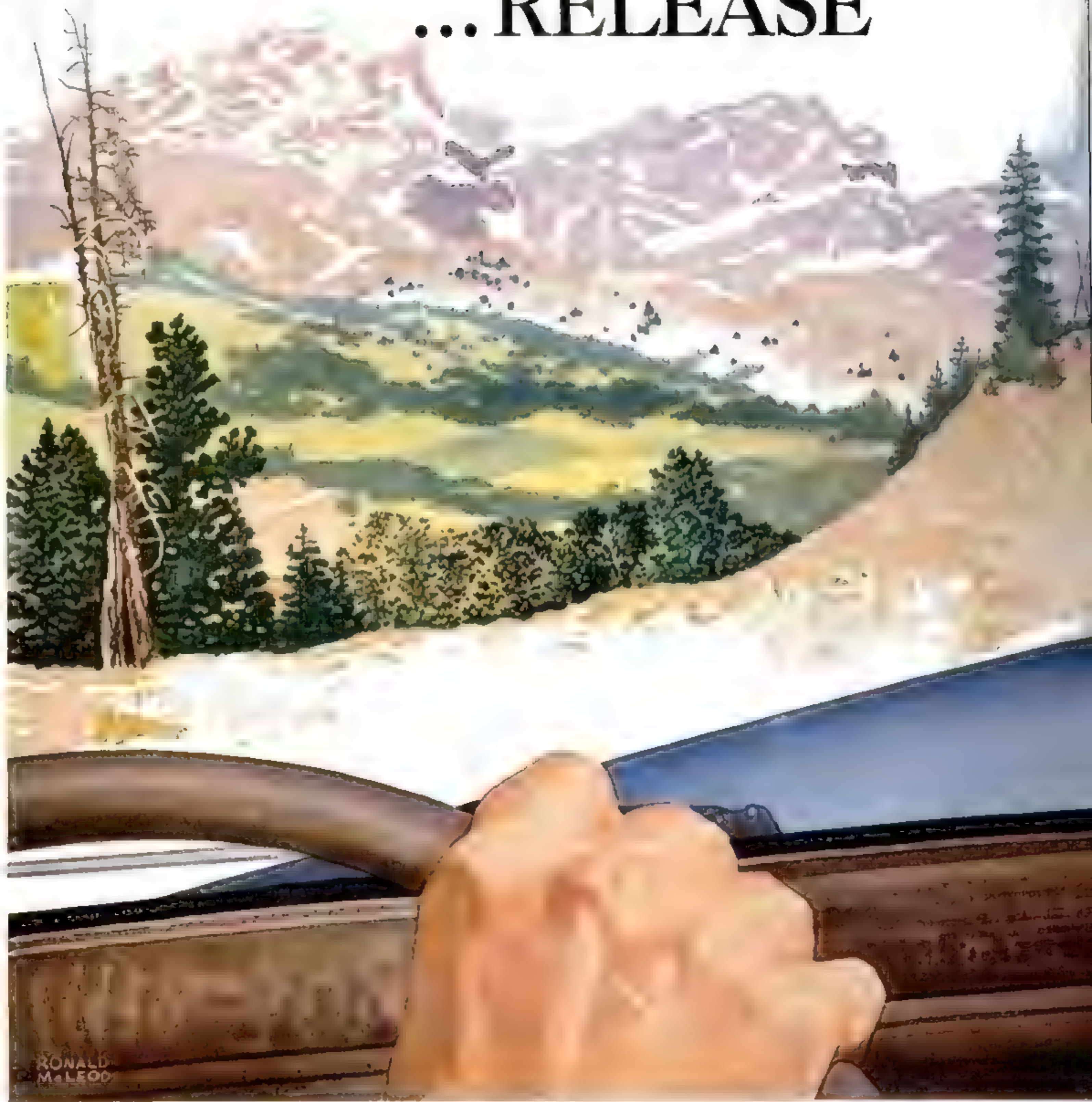
### Vary your menu with

- ... hot liver sausage slices and bacon
- ... liver sausage omelette
- ... hot slices with hamster/high sauce
- ... slice of hot liver sausage on two
- ... tomato, tomato, French, in muffin,
- ... topped with poached egg
- ... eat in... meat cubes and serve
- ... with mushrooms or toast

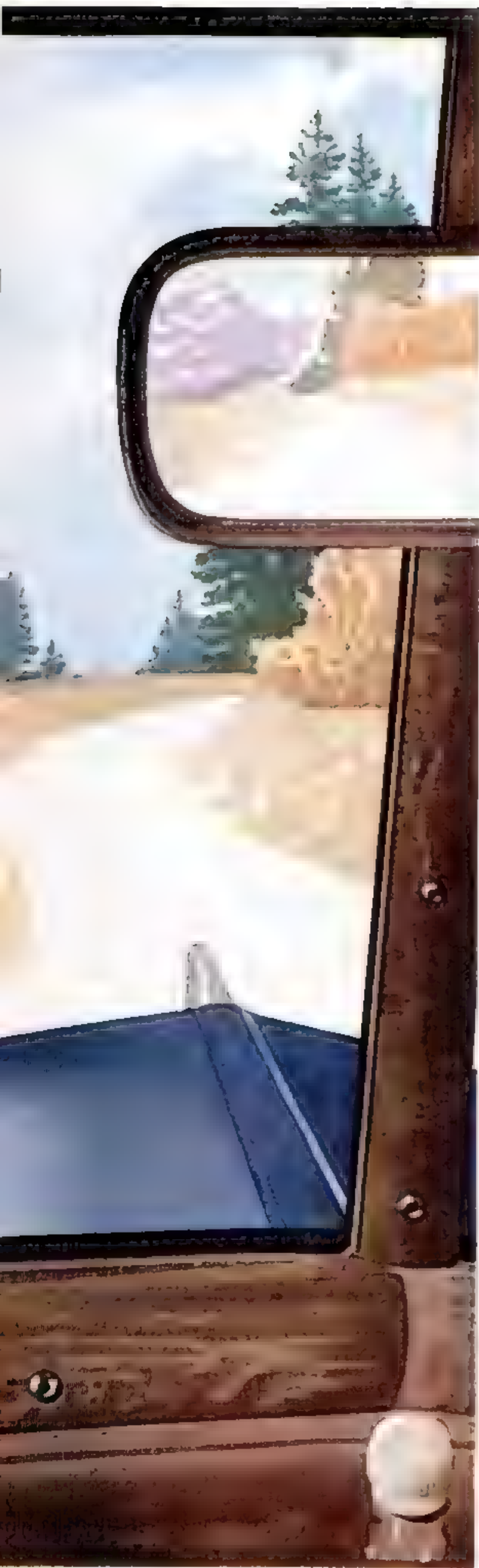
For best results: Chill liver sausage before using. Cut into thin slices. Fry in hot oil. Cook for 10 minutes and brown very slowly.



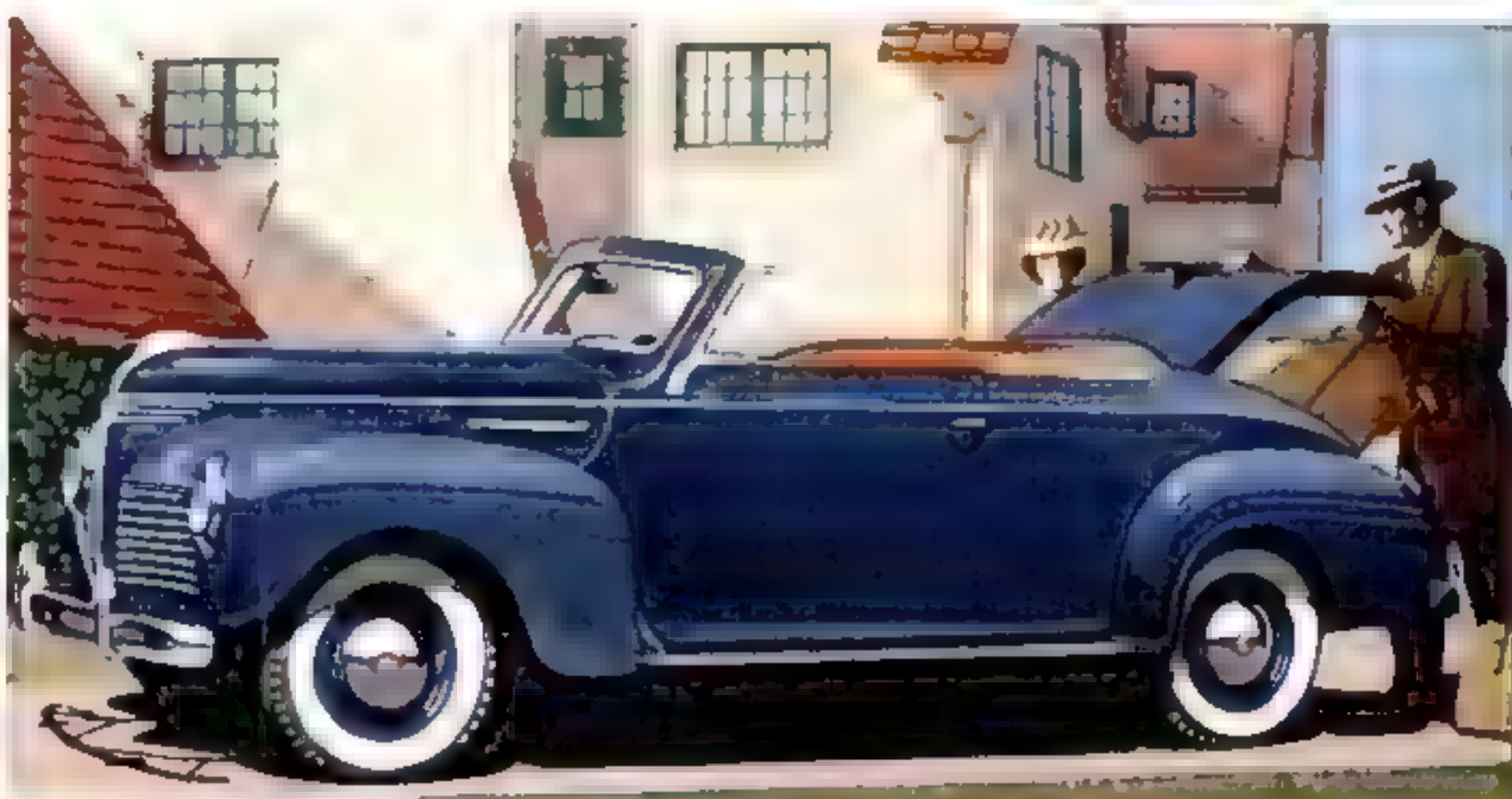
# Driving is Freedom ...“RELEASE”







**D**O YOU SOMETIMES feel that life ties you down to the humdrum—with each day too much like every other day? Are your dreams of fun and adventure dreams only? **Q** Forget it! Take the lid off. The open road is still there. Slip back of the wheel of a 1940 Plymouth and feel the fluid purr of a great engine. **Q** You and the car float along like a dream of flying. Your spirits bubble like something in a kettle. The wind rustling your hair smells of new hay and sings its ageless song. **Q** You and your Plymouth—off to new adventure. You discover a new sense of freedom—*release!*



**T**HERE'S A ROADOUT through the woods and meadows that leads to anywhere on the map that may take your fancy.

And there's a way to go that's "nice going." In a 1940 Plymouth—the car with the Luxury Ride!

You want to be out ahead—in life as well as in a car. Your mind works fast and you want a car that does. You take obstacles in your stride and want a car that zooms over hills like an airplane hopping a cloud. You think of the safety of others and want brakes with the velvet grip of giant power.

If you feel that way, the new Plymouth is built for *you!* It's the one low-priced car engineered most like the high-priced cars. It's

long and sleek and beautiful—biggest of "All Three" low-priced cars—with a 117-inch wheelbase—the roomiest body.

Its big Floating Power engine—*Super-finished* in its vital parts—is brimming with the zestful energy of youth.

There's a friendly feel in the steering wheel—and a remarkable ease of driving. For it's touch and *shift*—touch and *go*—touch and *stop*—as easy as that. You simply sit back, relax—enjoy the smooth-flowing miles. For even the lowest-priced Plymouth has coil springs of Amola Steel.

And your Plymouth travels a heap of distance on a little gas. In economy and performance—in style and roominess—the new Plymouth is the year's "big package" of value.

PLYMOUTH DIVISION OF



CHRYSLER CORPORATION

**Plymouth Builds Great Cars**



# All-Round Protection!



Safe With Mobiloil  
 Your car's engine needs  
 protection from every angle.  
 At all points, Mobiloil  
 keeps it safe.  
 Mobiloil is made to  
 insure engine safety at every  
 vital point under every condition.

**N**otice that this fat little fish is safe from every angle. Here's the point! Your precision-made, modern car engine needs this same kind of all-round protection!

For even at moderate speeds, it's a scorching, churning inferno...a torture chamber for weak, thin oil.

*But Mobiloil is tough, clean, clinging* ...made to insure engine safety at *every* vital point under *every* condition. You get all-round "Balanced Protection" with Mobiloil every mile you drive.

That means long enjoyment of all the *smoothness* built into your engine.

Change to Mobiloil. See how it...

1. Retards wear. Flows fast at starting temperature; resists thinning under heat.
2. Resists sludge formation. Mobiloil is distilled, refined, dewaxed, filtered.
3. Reduces wasteful "oil drag." Helps you save on gasoline.
4. Resists carbon formation because unstable elements are removed from the oil.

SOCONY-VACUUM OIL COMPANY, Inc.  
 AND AFFILIATES  
 Magnolia Petroleum Co.—General Petroleum Corp. of Calif.





Suffragettes on the march were important in Lillian Russell's girlhood. Her mother, Mrs. Cynthia Leonard, once ran for New York mayor, got 84 votes. Lillian, whose real name was Helen Louise Leonard, was one of five daughters, all the rest of whom were plain. In the 1870's she was studying voice with Leopold Damrosch, father of Conductor Walter Damrosch, who encouraged her secret ambition to go on the stage.



At Tony Pastor's theater on 14th Street, where Nat Goodwin, Emily Yeamans, Flo Irwin and other stars of the day often played, Helen Leonard sang *Come Down, My Evening Star* for her tryout (below), was given a contract. To keep her career a secret from her suffragette mother, she was billed as "Lillian Russell, the English ballad singer." Almost from the start, her beauty and dignity made her a smash hit.



## MOVIE OF THE WEEK:

### Lillian Russell

More than any other woman of her age, Lillian Russell epitomized the lusty, boisterous, flamboyant, carefree nation that was the U. S. A. in the 1890's. She was deep-bosomed and big-hipped and gorgeous to look at. She wore ostrich plume hats and wasp-waist frills as nobody else could wear them. She dripped pearls and diamonds. She loved steaks and platters of corn on the cob. She swore with feeling and played a smart hand at poker. She knew the great men of her time. Cigars were named after her. Her \$3,000 gold-ribbed, diamond-studded corset was a sensation. So was her gold-plated bicycle, trimmed with mother-of-pearl and sapphires. She was married four times and divorced twice. Though only a tolerable actress, she had a beautiful natural voice and is still remembered by many an oldtimer as the most glamorous woman in all American theatrical history.

This is the woman whom Darryl Zanuck has now added to his shelf of sentimentalized film biography, where already rest Jesse James, Alexander Graham Bell and Stephen Foster. Best scenes are those in which Alice Faye, who never quite measures up to the magnificent amazon she is called upon to portray, wears last century's ornate splendor and sings such oldtime favorites as *My Blushing Rose* and *After The Ball Is Over*.



Toast of New York was Lillian Russell, singing *My Blushing Rose*. She was showered with jewels from an unknown admirer. In real life a shrewder businesswoman than Mr. Zanuck's heroine, she demanded more pay, a new wardrobe every week.





## "HERE'S WHY SHOW BUSINESS IS ONE BIG CLEAN-UP!"

**BARBARA WOODDELL**  
Talented Ingenue of the Broadway  
hit, "The Man Who Came to Dinner."

*Photograph taken at the Center Theatre, Rockefeller Center, New York*

"Eight times a week a big layer of make-up goes on my face," says Barbara Wooddell; "and 8 times a week it has to come off! Getting make-up completely off is an art. Now, like so many of the old-timers, I use Albolene Cleansing Cream. It's wonderfully efficient—yet so pure and bland that my skin feels soft afterwards."



Flap, Flap goes your powder puff, from morning to midnight. Actually you may use more cosmetics than an actress. But are you as careful about removing them? Try Albolene Cleansing Cream! More and more women are adopting this "professional" cleansing method. You will be delighted with Albolene's speedy action.



Treat Yourself to a new bathing ritual with the money you save by using Albolene. The professional powder tin is the big economy buy. Efficient Albolene goes far, lasts long. And it leaves your skin so silky soft that you'll save on expensive night creams.

## Try this "PROFESSIONAL" Cleansing Cream

Reap the benefit of years of stage experience. Try Albolene Cleansing Cream. It's not only famous for stage use—but widely used in hospitals where utmost blandness and purity are required. Albolene was originally made for people who want cleansing action pure and simple. You pay only for what you want—a superb cleanser.

### TRY ALBOLENE!



McKesson & Robbins, Inc., Bridgeport, Conn.

## "Lillian Russell" (continued)



A historical moment was the night when Lillian sang via new long-distance telephone to President Cleveland. At piano sits Composer Edward Solomon (Don Ameche) whom she married. Before piano stands "Diamond" Jim Brady (Edward Arnold).



A bicycle built for three takes Lillian Russell and her suitors, Jesse Lewisohn and Diamond Jim Brady for a ride through Central Park. Lillian has meanwhile given birth to a daughter, buried her husband abroad, triumphed on the London stage.



With Weber & Fields, great slapstick comedians, Lillian scores again in *Fiddle-De-Dee*. Joe Weber and Lew Fields, both now past 70, act themselves. True to Zanuck formula, neither Lillian nor her friends grow old in the movie from 1879 to 1912.

CONTINUED ON PAGE 58

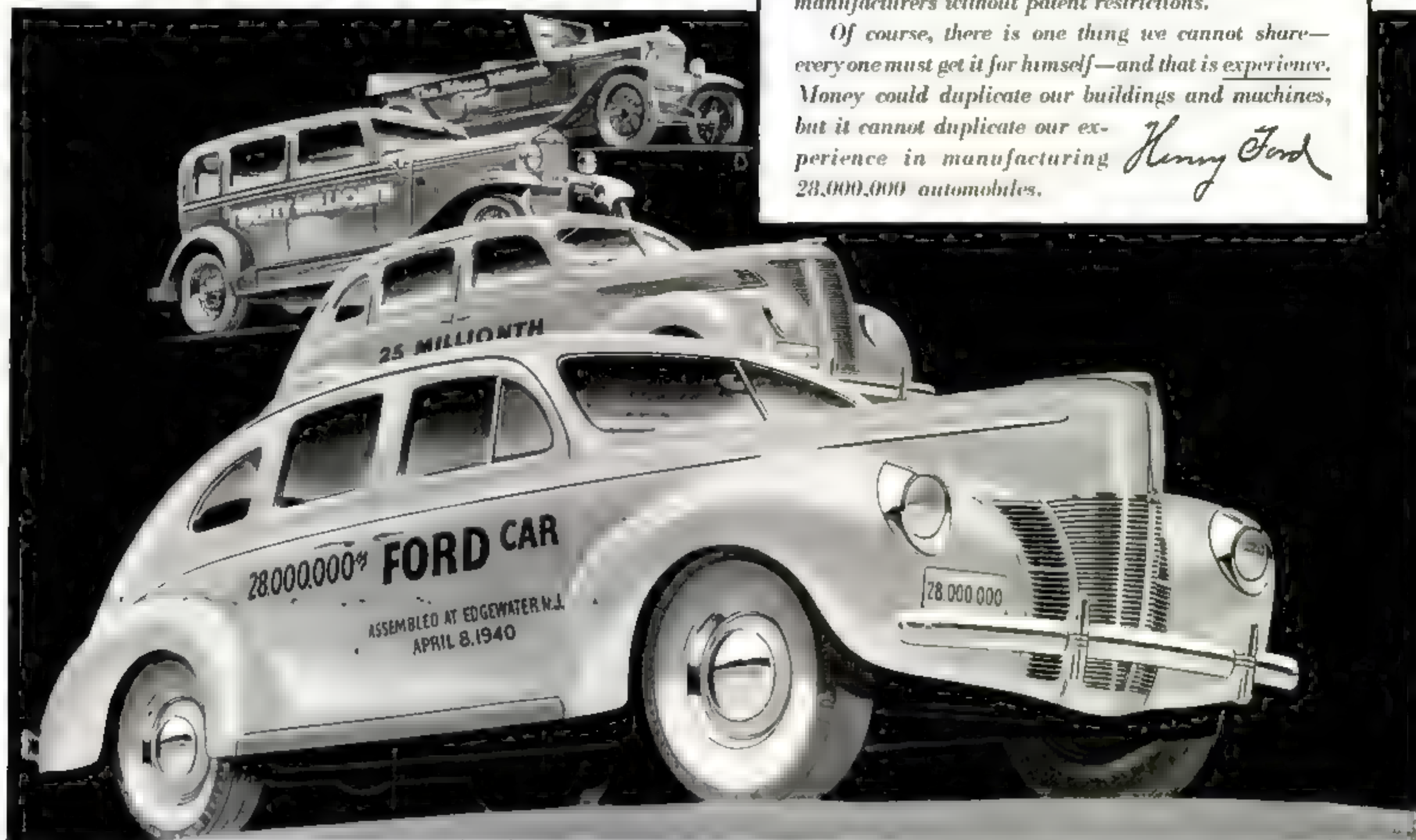


# THE TWENTY-EIGHT MILLIONTH FORD CAR

*We have always believed that before business could be good for one, it must be good for all. Our discoveries and improvements have always been open for other manufacturers without patent restrictions.*

*Of course, there is one thing we cannot share—everyone must get it for himself—and that is experience. Money could duplicate our buildings and machines, but it cannot duplicate our experience in manufacturing 28,000,000 automobiles.*

*Henry Ford*



*Behind the 28 millionth Ford car, which came off the line April 8, 1940, are other famous Ford "millionth cars": the 25 millionth, produced Jan. 18, 1937; the 20 millionth, April 14, 1931; and the 15 millionth Model T, May 6, 1927. THIRTEEN MILLION CARS IN THIRTEEN YEARS!*

**Under one management, the Ford Motor Company has built and sold 28,000,000 Ford cars.**

**No other maker even approaches this total. No other has so many cars on the road today.**

**How has it been done?**

Not by building a "cheap" car. People do not go on buying a "cheap" product for thirty-seven years.

Not by squeezing workers to achieve a low price. This company took the lead years ago in paying higher wages, shortening hours and improving working conditions.

Not by monopolistic methods. Henry Ford has always encouraged competition. He has made his company's inventions and technical advances available without charge to any one who wanted to adopt them.

Free competition in the industry has presented a constant challenge to find ways of offering better and better value to the public.

*The Ford Motor Company holds the lead in total number of cars built and sold because it has met this challenge with more than ordinary vision and skill—backed by a set of business principles which the American people respect and approve.*

As these 28,000,000 cars have been produced, the company's experience has continued to accumulate. Its facilities have continued to increase. Profits have been consistently turned back into the business to provide the means for offering still greater value.

The Ford Motor Company today knows how to build a better car than it has ever built—it has the resources to build it—and it is building it. In the few moments it takes you to read this advertisement, half a dozen of the finest Ford cars that have yet been built—part of the twenty-ninth million—will come off the assembly lines.

VISIT THE NEW FORD EXPOSITIONS AT THE TWO FAIRS, NEW YORK AND SAN FRANCISCO, 1940



FORD MOTOR COMPANY



**B**ADMINTON AND BLISTERS SOMETIMES GO HAND IN HAND. AFTER PROPER TREATMENT, BLISTERS THAT NEED BANDAGING ARE...

**E**ASY TO COVER WITH A READY-MADE **BAND-AID**. NO FUSSING WITH AWKWARD, HOME-MADE BANDAGES.

**B**AND-AID IS NEAT AND CONVENIENT. JUST STICK ONE ON—IT STAYS ON—EVEN ON HARD-TO-BANDAGE PLACES. KEEP A BOX HANDY FOR MINOR CUTS, BURNS OR BLISTERS. 19¢ FOR 36 ASSORTED SIZES.



**Johnson & Johnson**  
**BAND-AID**  
Reg. U. S. Pat. Off.  
**ADHESIVE BANDAGES**

*this new booklet helped me buy—*

Let this helpful 24 page booklet (fully illustrated with 15 authentic living room arrangements) solve your problem of where and how to place a piano. It also shows how to select a piano, what to look for in style, construction, etc. Mail coupon below!



LESTER'S enduring beauty of line, of touch, and of tone represents the ultimate in the exacting art of fine piano building—the combination of more than half a century of exacting experience. Lester Pianos are sold by dealers everywhere. The Grand from \$1,000 to \$2,500. Betsy Ross Spinets from \$300 to \$500.

**LESTER** *Grand Pianos*  
and BETSY ROSS SPINETTS  
Fully Guaranteed for 10 years

SEND FOR THIS BROCKET

**MAIL NOW** LESTER PIANO MAN, 1001 KING ST., PITTSBURGH, PA.

Send me this 24 page booklet. I enclose 10c for mailing.

Name \_\_\_\_\_  
Address \_\_\_\_\_

## "Lillian Russell" (continued)



A marriage proposal is made by Diamond Jim Brady, after he has filled her theatrical dressing room with flowers, jewels, and a gold-plated bicycle with handles of mother-of-pearl and gems on the frame. In this apocryphal scene, Lillian says no.



The famous Lillian Russell corset which cost \$3,000, had gold ribs, diamond trimmings, Belgian lace flounces, was cut from movie before release. Lillian is here reflecting that life, which has given her beauty, riches, has never given her true love.



Patient love is rewarded when Lillian's girlhood admirer, Alexander Moore (Henry Fonda), reappears. Moore, who owned the Pittsburgh Leader, actually married her in 1912 when she was 51. After her death in 1922, he was Ambassador to Spain.





# Match-made for Flattery

You've seen your complexion bloom into new loveliness through the magic of "Air-Spun" Face Powder—the powder that is buffed and smoothed by air at cyclone speed. Now, have a complete "Air-Spun" complexion! Wear "Air-Spun" Rouge and "Sub-Deb" Lipstick in shades co-ordinated with your Coty Powder. You'll find the tints blend with radiant harmony. Even the textures merge silkily. Wear all three for a "matchmaking" complexion!

## THE COMPLETE "Air-Spun" Make-up COTY

Visit "Maison Coty"  
Charm Center of  
"World's Fair of 1940"  
in New York



"SUB-DEB" LIPSTICK 50¢/11 • "AIR-SPUN" ROUGE 50¢ • "AIR-SPUN" FACE POWDER 11

Choose "Air-Spun" Powder, in your favorite Coty scent. Each has its individual box—L'Origen in Powder Puff box, L'Alman in "Magnet Red," "Perls" in blue, Emeraude in green.



Now in Effect... the Greatest American Travel Bargain ever offered

# See America by Pullman



**BURTON HOLMES**, known as the world's outstanding authority on travel, says: "What a galaxy of glories our land offers travelers! This year, thanks to the **PULLMAN GRAND CIRCLE TOUR** plan... thousands of Americans will be able to see the stirring wonders of their country at an amazing bargain price... and in the cozy comfort of Pullman."



**NO!!**... you can tour the entire country... seeing both Coasts... taking your choice of many combinations of routes, and with extraordinary stopover privileges... at a rate which can save you up to 50% on the combined Pullman and rail fare\*!

**DO YOU WANT** to have the greatest vacation of your life? Do you want to see America in Pullman comfort and safety—at a cost so low you will scarcely believe it possible?

The Pullman Company—in association with America's railroads—is now offering a remarkable "Grand Circle" Plan. Under this plan you can tour the country, coast to coast—taking your choice of many different combinations of routes both ways and enjoying extraordinary stopover privileges... at a history-making low fare!

You can see both New York and San Francisco World's Fairs! You can visit famous cities, scenic wonderlands you've always dreamed of seeing. You can plan a trip to cover 10,000 miles, or more.

And, of course, Pullman is your home en route!

Think what that means. Air-conditioned comfort. Safety, dependability, in any kind of weather. Plenty of room by day—a real bed for sleep at night. The services of a trained personnel. More safety, comfort and convenience, in short, than any other form of travel affords!

If you live on a "through" route you can make part of your trip... then return home and complete the balance later, just as long as you complete your entire trip within the 60-day time limit of Grand Circle tickets.

You can spend as many nights on Pullman as you wish... yet the Pullman charge (for a minimum accommodation) is only \$34.50... or \$17.25 each for two people occupying this same accommodation!

The 1st Class rail fare is equally astonishing! On

an extended trip the rail rate is only 1 1/2¢ a mile... or less than half the standard 1st class point-to-point rail rate.

On many trips these rates mean savings of 50% or more on combined Pullman-Rail fare\*!

Why not take advantage of this truly remarkable offer and plan your trip now? Remember that Pullman offers a wide range of accommodations, including Berths (Upper and Lower), Sections, Roomettes, Bedrooms, Compartments, Drawing Rooms.

**IMPORTANT NEWS!** Bargain 1st class rail rates now also in effect for many trips of two weeks, and even less! See your local ticket agent or any travel agency for details. Take a Pullman vacation!

\*Compared to cost of point-to-point tickets bought at local rates.

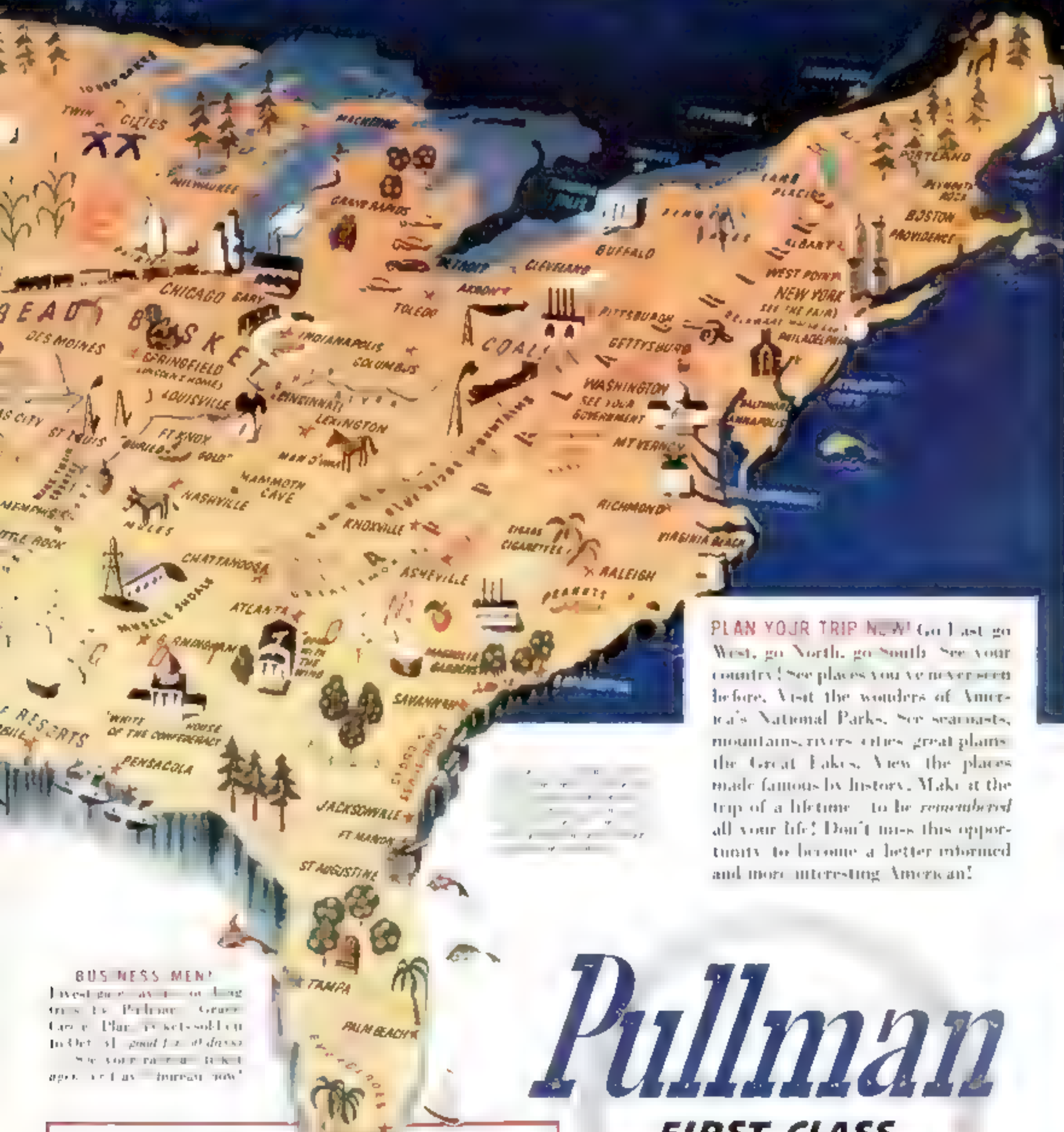


... as a Special Feature of "Travel America Year"!

# Pullman

## AT LOWEST RATES IN HISTORY!

MAKE YOUR TRIP IN AIR-CONDITIONED COMFORT, WITH PULLMAN AS YOUR  
"HOME" EN ROUTE... READ NOW ABOUT THIS SENSATIONAL OFFER!



PLAN YOUR TRIP NOW! Go East go West, go North, go South. See your country! See places you've never seen before. Visit the wonders of America's National Parks. See seascapes, mountains, rivers, cities, great plants, the Great Lakes. View the places made famous by history. Make it the trip of a lifetime—to be remembered all your life! Don't miss this opportunity to become a better informed and more interesting American!

**BUSINESS MEN!**  
Investigate Pullman's new  
Grand Circle Plan. It's sold only  
in Pullman's special 1st Class  
cars. See your Pullman ticket  
agent or Pullman Bureau now!

Ask your Railroad Ticket Agent (or any  
Travel Bureau) for details on Pullman  
"Grand Circle" and many other current  
travel bargains in round trip 1st Class  
rail fares (including shorter trips!)

# Pullman

## FIRST CLASS

### "Grand Circle" Plan



Everybody's going to see America this summer! They're going by Pullman—at unheard-of low rates! They're going to visit friends, relatives, parents en route! Are you going?



It's the safe, carefree way to go! You can really "take it easy"! For Pullman gives you plenty of room to relax! And, when you go this way, you look at the scenery, not traffic.



Get plenty of refreshing sleep on this vacation! Pullman gives you a really comfortable bed and (of course) privacy. You have hangers for your clothes... plenty of space for luggage.



The observation club or lounge car, found on principal Pullman trains, is where you're going to spend a lot of time. Smoke! Read! Enjoy refreshments! Take your camera!



Pullman's spacious dressing rooms are kept immaculately clean and tidy. They have lots of lights and mirrors, too... making it a real pleasure to freshen up during the day.

© 1938 Pullman  
No agent, agency, or bureau



PAGE YOUR MAN WITH THIS

# HE-MAN "CHEF'S SALAD"

WITH **REAL**  
**MAYONNAISE**



## CHEF'S SALAD

16 salami sticks	Radish roses	Wash and scrape carrots, cut in very thin long, wavy strips and
36 cheese sticks	Lettuce shredded	leave in ice water until curled. Cut salami
12 carrot cuts	Romaine	into 1 1/4 inch pieces. Arrange salami, cheese, radish roses on shredded lettuce on top in a
4 anchovies	Appetizer Mayonnaise*	sand bowl (as illustrated), and toss lightly together with Appetizer Mayonnaise*. Serves 6 to 8.

## \*APPETIZER MAYONNAISE

1/2 cup Hellmann's or Best Foods Real Mayonnaise    Clove of garlic  
1/4 cup Hellmann's or Best Foods French Dressing  
Rub bowl in which dressing is to be mixed with cut-side of clove of garlic. Slowly add French dressing to mayonnaise, beating constantly. Makes 1 cup Appetizer Mayonnaise.

## CONFIRMED SALAD-HATER GETS A SALAD HE LIKES

SA-AY! I COULD EAT SALAD LIKE THIS EVERY DAY IN THE WEEK. IT'S NOT JUST "RABBIT'S FOOD" AND THE DRESSING TASTES RICH!

DON'T SAY "DRESSING," SIR — THAT'S MADE WITH **REAL** MAYONNAISE.

WHAT DO YOU MEAN, MARY? WHAT'S THE DIFFERENCE BETWEEN "SALAD DRESSING" AND **REAL** MAYONNAISE?

**REAL** MAYONNAISE HAS NO STARCHY FILLER IN IT! IT'S ALL MAYONNAISE, LIKE HOME-MADE, SO IT DOESN'T TURN WATERY WHEN YOU Toss IT FOR A TOSSED SALAD LIKE THIS

... this light mayonnaise — delicate in flavor, light and smooth in texture

Real Mayonnaise (Best Foods in the West, Hellmann's in the East) is made like the home kind. It contains only freshly broken eggs, added egg yolks, choice vinegar and spices and our own FRESH PRESS Salad Oil which we ourselves prepare fresh each day as it is needed. And in our powerful new kind of double whipper these ingredients are so completely blended that Real Mayonnaise with all its home made richness, is even lighter and creamier in texture than home-made, and has a zestfully light, delicate flavor, free from oily taste.

HERE'S ANOTHER ARTICLE SAYS YOU SHOULD EAT SALADS EVERY DAY. WISH I LIKED 'EM.

I USED TO HATE 'EM, TOO BUT SINCE MY WIFE GOT HEP TO **REAL** MAYONNAISE BOY OUR SALADS TASTE SWELL!

**BEST FOODS**  **HELLMANN'S**  
*Real Mayonnaise*



 **IN THE WEST**  
 **IN THE EAST**



# Summer Styles

FASHION SWINGS TO SIMPLICITY  
AS PARIS CONCENTRATES ON WAR

After last fall's swing toward military fashions, last winter's swing-back toward fluffiness, the women's clothing industry—along with the rest of the nation—seems to have settled back into an attitude of watch-and-wait. Uncertain whether the next few months will make U. S. women want to jump into uniforms or sequins, manufacturers are marking time with offerings that do more to confirm existing styles than to launch new ones.

Though the French are doing their best to keep up their style-setting reputation, they are too busy with battle to concentrate on clothes. Paris designers were further dampened by the scarcity of foreign buyers at their mid-season showings four weeks ago. Many Americans canceled their trips at the last moment when war spread to Scandinavia. Many never planned to go at all, trusting to last winter's dose of inspiration to carry them along until the more important August openings.

*Women's Wear*, editorially endeavoring to "understand the thinking moods in fashion centers," believes that this season marks the end of a clothes cycle. Elaboration of any form is no longer in the fashion news. Instead, the trend toward simplicity brings casual styles with straighter skirts, flat hip-lines, supple bodices, more natural shoulders.

Entertainment value, as well as good advertising pegs, are such items as the pinafores, apron dresses and sailor dresses on the following page. To people who enjoy reading current events into current styles, sailor dresses tie up with Navy-consciousness, aprons and pinafores become symbols of domesticity in a world of broken homes. Devoid, however, of all far-fetched allegory are the practical and pretty clothes on this page. They and their kind are the backbone of American Fashion, summer 1940.

Elongated torso, launched in Paris last January, is still an important style influence. Here it appears as a slim tunic worn

over a pleated skirt. The shirred white gloves repeat the long line. White pique hats are good with the dark town clothes.



White linen, a summer favorite, is combined with ribbed red wool for the blouse back and for the sleeves of this two-piece sports outfit.



Sheer navy is fine for hot days in town. This dress, made of lightweight georgette, has a detachable white collar, tucked and ruffled.



Color contrast is style note of this two-piece red and white knit. Made of knobby wool, the seams are reinforced to prevent sagging.



Checked gingham is a big seller this year. Here, a black-and-white checked dress with an all-around pleated skirt is worn under a red jacket.





**Under pinafores**, almost anything may lurk. They cover up playsuits, tennis dresses, sports frocks. They also cover up girls of all ages, from 4 to 40. Above: two who are aged somewhere between, pose in sports dress and playsuit designed to be worn under pinafores at right.



**Pinafores on**, they feel dressy enough to go from tennis court to tea. These pinafores, which button down the back, are made of bright printed cotton with rickrack trimming. Pinafore with white pique sports dress costs \$12.95. Pinafore with one-piece playsuit costs \$10.95.



**Sailor dresses**, though promoted for city and country, are at their best near the water. These two are navy blue and white, in true nautical fashion. The girl at left has a sleeveless pique play dress under her jacket. The outfit costs \$12. The other dress, also of pique, is \$9.75.



**Apron theme** has been thoroughly exploited by manufacturers since Paris started it last winter. Aprons are now worn over bathing suits, sports dresses, negligees, afternoon and evening gowns. These cotton apron dresses for summer nights cost \$17.95 (left) and \$19.95 (right).





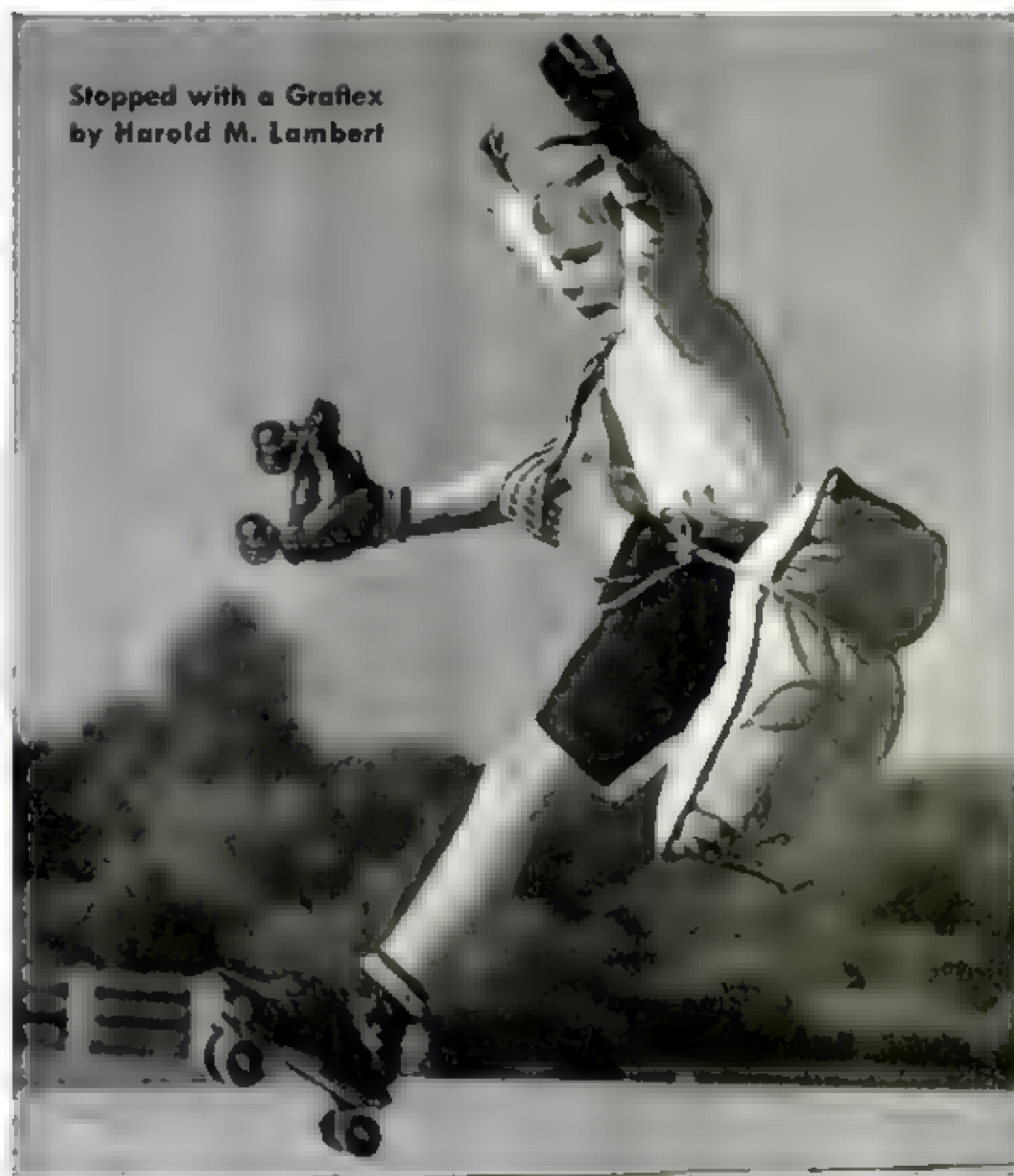
Summer evenings in town and country will bring out many dresses like this one, soft but not frilly. Of white mousseline with red stripes, it follows the trend toward narrower skirts by letting the fullness fall straight. The cap sleeves make it casual.

# Prepare for Summer ... Get a **GRAFLEX** or **SPEED GRAPHIC** Now!



Countless summer-time picture opportunities are just ahead. Decide right now to make the most of them by getting one of these American-made, Prize-Winning Cameras. Each is compact and sturdy—just right for carrying with you wherever you go. And each gives you versatility and performance to meet practically every picture-taking occasion.

Graflex and Speed Graphic Cameras are available on convenient easy payments at your Dealer's. See him—and make your selection now.



Stopped with a Graflex  
by Harold M. Lambert



#### National **GRAFLEX**

Finest of American-made miniature reflexes. Just a handful compact, versatile, economical. Price \$49.95. Down payment through your Dealer as little as

**\$18**



#### Miniature **SPEED GRAPHIC**

Smallest Speed Graphic ever built 2 1/4 x 3 1/4 size. With American-made Kodak lens \$111.00 with American-made Baush & Lomb Tessar Lens \$126.00. Down payment through your Dealer

as little as **\$23**



#### 2 1/4 x 3 1/4 Series B **GRAFLEX**

Possesses all recognized Graflex features including revolving back. Small, compact and efficient. Price \$99.00. Down payment through your Dealer as little as

**\$19**



#### "Graphic Graflex Photography"

Most complete book on this subject ever published. By William D. Morgan, Henry M. Levy and 20 other experts. More than 400 pages, 26 chapters, hundreds of illustrations. At your Dealer's for only **\$4**

#### Get the NEW Graflex Catalog!

Includes illustrations and articles by leading authorities. Free at your Dealer's. Or send 10c in stamps or coin for postage-handling to Folmer Graflex Corporation Dept. L-38 Rochester, N.Y., U.S.A. See coupon below.



# GRAFLEX

American-made Prize-Winning Cameras

New York City Display Room: 50 Rockefeller Plaza

FOLMER GRAFLEX CORPORATION  
DEPT. L-38, ROCHESTER, N.Y., U.S.A.

Please send me the new Graflex catalog. Enclosed is 10c in stamps or coin for postage-handling.

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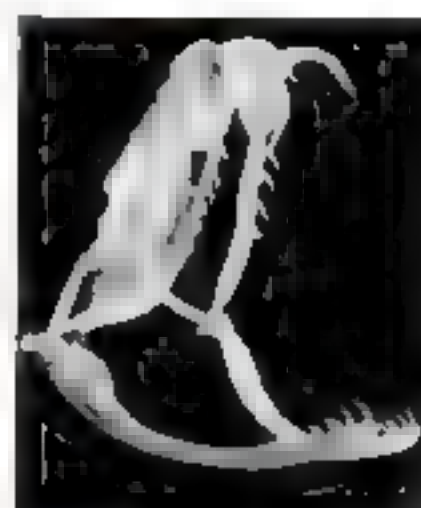
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CITY  STATE



# SNAKES

The Villain of Eden Is  
an Unloved Friend of Man



RATTLE SKULL & FANGS

Ever since a serpent's suggestion resulted in the expulsion from Eden, mankind has abhorred snakes. They are feared unreasonably, killed unmercifully. But the villain of God's garden is much misunderstood. He is really a very useful inhabitant of the earth.

To the U. S. farmer, snakes are worth millions of dollars a year because they are nature's most efficient check on rodents. If unmolested, rats, mice and squirrels would multiply fantastically and the great farm damage they do would become appalling. Barnyard snakes sometimes snatch eggs but they are mostly interested in mice or rats. Although snakes kill birds, the rodents they kill are worse bird enemies than snakes.

Poisonous snakes, of course, are bad. They kill about 150 U. S. citizens a year. But snakes will attack men only if alarmed. Only three snakes habitually chase men—the king cobra of the East, the mambas of Africa and the taipan of Australia. Snake misconceptions are innumerable. Snakes aren't so wise as men think. In one test they proved less smart at solving mazes than mice. They don't feel clammy but can be as sleek and dry to the touch as a piece of old ivory.

Today the number of people in the U. S. who appreciate snakes is growing, snake clubs are increasing. But no one should take up snake fancying unless he can accurately tell poisonous snakes from harmless ones. These pictures, taken by Dmitri Kessel, identify some U. S. snakes. They were made at the Staten Island Zoo in New York, which has a fine collection. For those who want to know more about snakes, here are three good books: *Snakes of the World*, by Dr. Raymond Ditmars, best-known American herpetologist; *Snakes Alive*, by Clifford Pope; *Snakes and Their Ways*, by Curran & Kauffeld.

"Milking a snake" is process of getting venom by pressing poison sacs in cheeks. Poison spurts out of two sharp hollow fangs. This is western diamondback rattler. The

hole on bottom of mouth is windpipe. The venom, used in snake serum, also helps coagulation of hemophiliacs' blood. But rattlesnake od never did anybody any good.



The Blacksnake or Black Racer is a fast-moving reptile which ranges all over the U. S. east of the Mississippi. It eats almost anything but prefers rodents. Legends that it eats rattlesnakes, charms birds and chases people are all untrue.



The Eastern Diamondback Rattlesnake is the biggest, deadliest, most terrible and most impressive U. S. snake. It lives in the Southeast, is sometimes 8 ft. long. Unlike most other snakes, it scorns to run away. It coils up (above), poises its fierce head and shakes its rattles ominously, then strikes.



# POISONOUS SNAKES OF THE UNITED STATES



The Water Moccasin is called "cottonmouth" because when it is poised to strike, like savage moccasin alive, it reveals cottony white mouth. Thickbodied and aggressive, the water moccasin is hard

to distinguish from many harmless water snakes. It lives in the lowland South as far west as Texas, likes to spend its days sunning itself on branches or stumps over sluggish streams.



The Coral Snake, distant cousin of the coral, is very pretty and very poisonous. It is found only in the South, Texas and the Mississippi Valley.



The Copperhead, commonest poisonous snake in the U. S., is best identified by the roughish pattern which the dark bands make on its brown back.



The Timber Rattlesnake is the commonest U. S. rattler, ranging from Vermont to Alabama, the Atlantic to Oklahoma. A comparatively phlegmatic and sociable snake, it hibernates in groups in rocky dens.



The Canebrake Rattlesnake resembles the timber rattler. But the timber likes rocky places while the canebrake likes swampy places. Found in Southern lowlands, it feeds largely on rodents.



The Red Diamond Rattlesnake, found in Southern California, is one of most placid rattlers. It rarely rattles and rarely bites, except when handled.



## NON-POISONOUS SNAKES OF THE U. S.



**The Common King Snake**, an eastern reptile, is highly useful. It eats rats, mice, copperheads, rattlers, moorwans. Not overly bright, it sometimes grabs its own tail when excited, and starts swallowing it. A constrictor, it squeezes most prey to death but usually swallows snakes alive.



**The Chicken Snake**, better called "yellow rat snake," lives in Southeastern U. S. A climber, it frequents the beams of barns and stables, where it hunts rats and mice. It climbs trees in search of eggs, which it swallows whole, cracking the shells with its throat muscles.



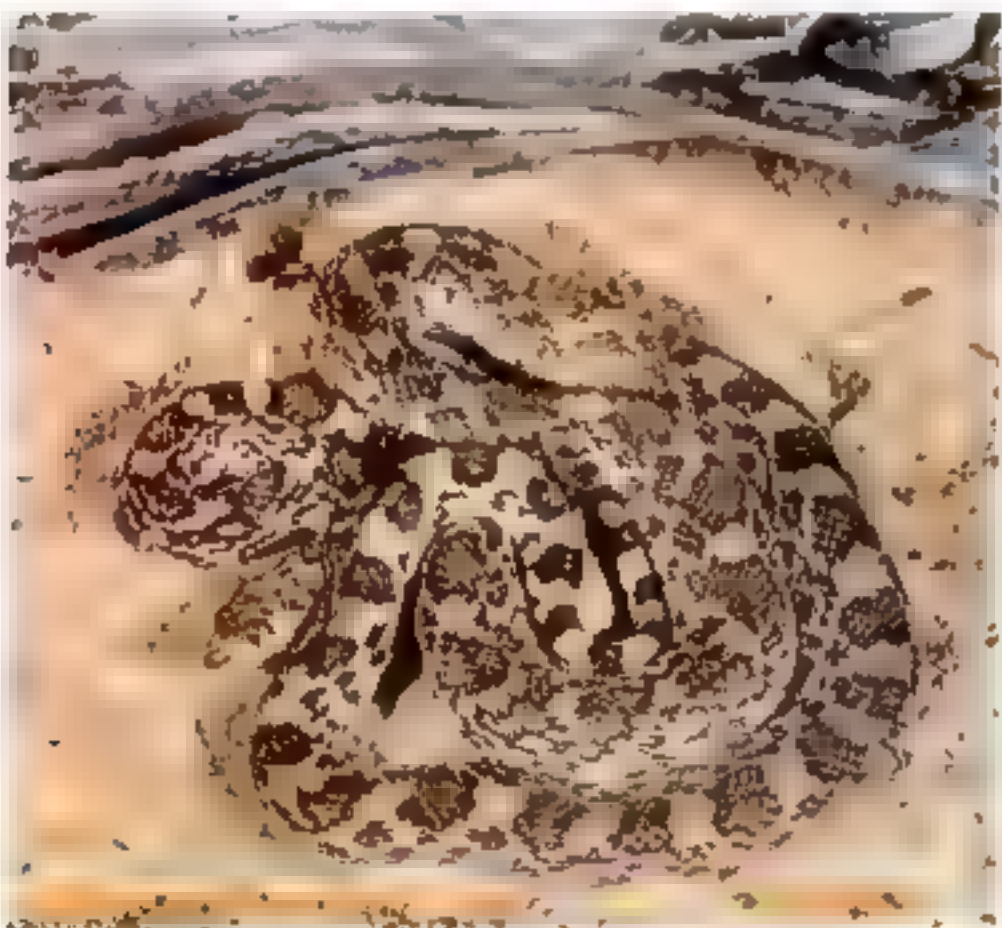
**The Hognosed Snake** is called "puff adder" because, when disturbed, it flattens its head and neck, puffs its body, hisses fiercely. If this doesn't work, it rolls over and plays dead.



**The Scarlet Snake** resembles the deadly coral snake (see previous page) but does not have its red and yellow bands touching. Coral snakes do. It lives mostly in the Southeast.



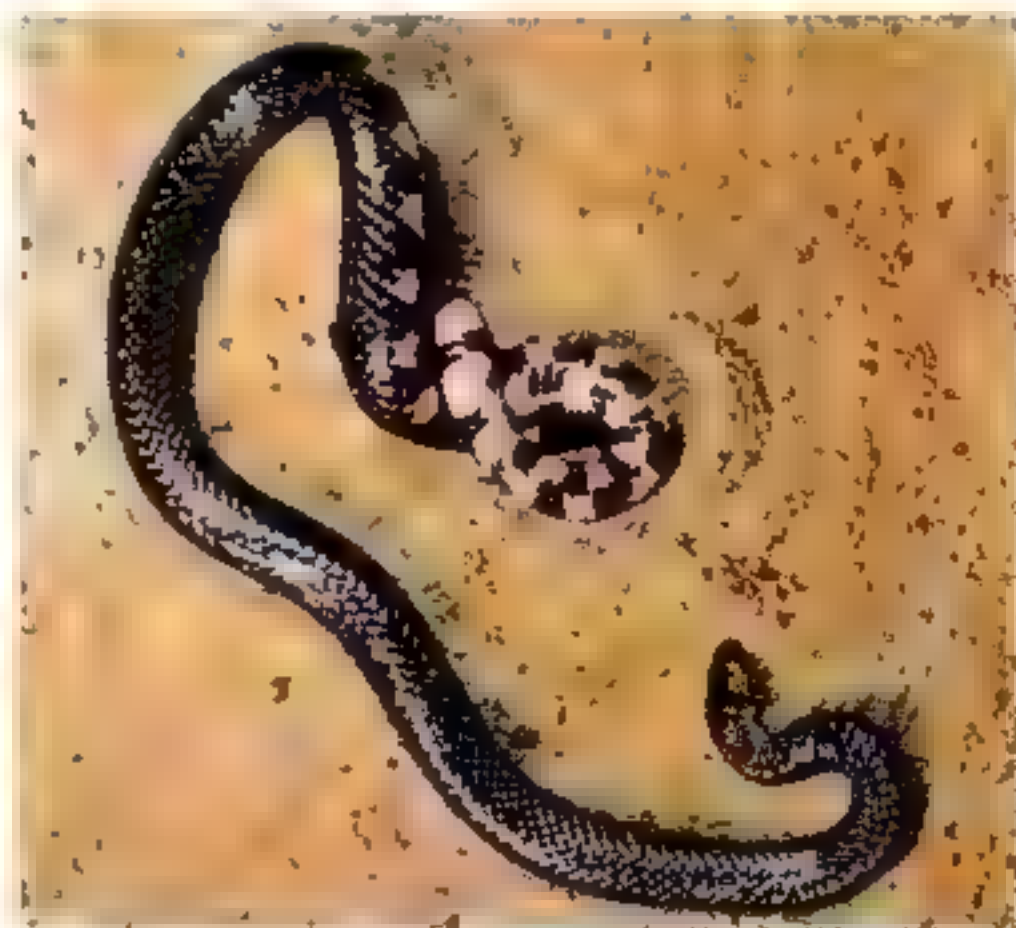
**The Common Garter Snake**, probably most prolific U. S. snake, is found east of Rockies and is distinguished by its three stripes. It crawls, swims, climbs, and eats frogs, worms, fish.



**The Bull Snake or Gopher Snake** ranges Midwest from Canada to Mexico. Though it has a louder hiss than any other snake, it is tame and much used by side-show snake charmers.



**The Red Rat Snake, or Corn Snake**, a very handsome reptile, usually makes a docile pet. It lives near farms and in grain fields, where it feeds mostly on destructive rodents.



**The Mud Snake** is the "hoop snake" which supposedly takes tail in mouth and rolls down hills. It really doesn't. When frightened, it buries head under coils, revealing its red belly.



"Bob-let's go to our *Authorized Kroehler Dealer*

AND SEE THIS NEW

# Color Harmonized Furniture"

YES, AND YOU'LL FIND THIS EXPENSIVE-LOOKING FURNITURE COSTS NO MORE THAN ORDINARY MAKES



THE exquisite beauty of Kroehler Color Harmonized Furniture is more than "skin deep."

Beneath its rich covering is the famed Kroehler 5-star Construction, which makes every Kroehler living room suite the most sound of all furniture investments.

You'll find Kroehler hidden quality in the scientifically constructed hardwood frames . . . in the noncollapsible spring-filled cushions . . . in the clean, sanitary fillings . . . in the non-sagging steel web seat underconstruction . . . in the Kroehler quality craftsmanship!

See how the marvelous Kroehler "Color Harmonizer" simplifies selection of colors in perfect harmony. Inspect the superb new Kroehler styles, too. And remember, you pay no more for Kroehler 5-star Construction. Kroehler Mfg. Co., 666 Lake Shore Drive, Chicago, Illinois or Stratford, Ontario, Canada.



KROEHLER

COLOR HARMONIZER

TREATS YOUR COLOR HARMONY TO THE ROOM AROUND THE LIVING ROOM SUITE

YOU CAN  
TREAT YOUR COLOR HARMONY TO THE ROOM AROUND THE LIVING ROOM SUITE  
FURNITURE  
WALL  
FLOOR



KROEHLER STYLE LUXURY COMFORT AND  
ASTONISHING QUALITY CONSTRUCTION - OVER 40 YEARS



Look for this label under the  
cushions - for your first look

## KROEHLER

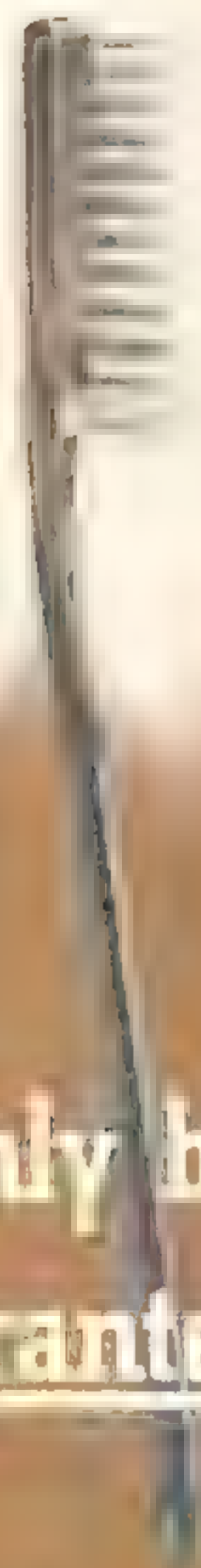
*Furniture*

WORLD'S LARGEST FURNITURE MANUFACTURER

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# Pro-phy-lac-tic



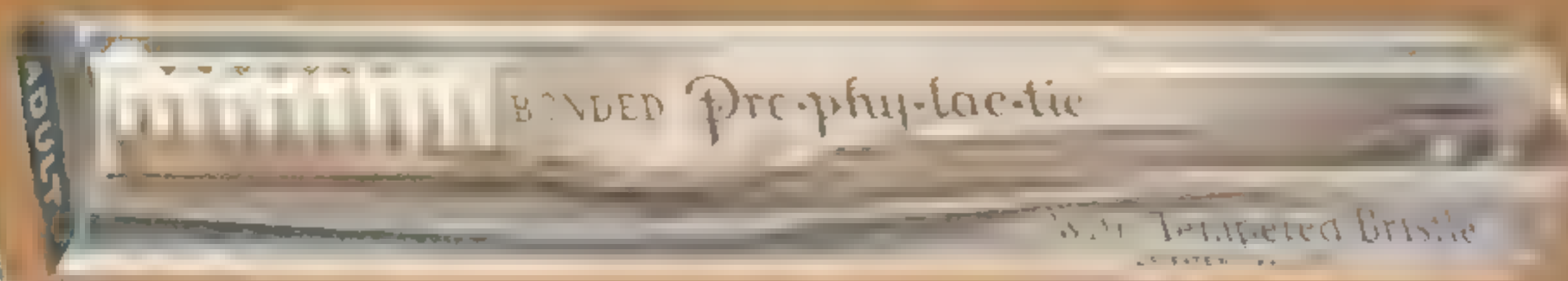
**NEW!**

The only brush in the world  
that is guaranteed for six months

**NEW!**

The only brush in the world  
that is made with Tempered Bristles

**NEW!**



THE BONDED PRO-PHY-LAC TIC TOOTH BRUSH with Tempered Bristles is factory sealed for your protection in a new, airtight container. Two sizes. Regular and Small. PRO-PHY-LAC TIC BRUSH CO., Florence, Mass.



# Romeo and Juliet

VIVIEN LEIGH & LAURENCE OLIVIER LEAVE

HOLLYWOOD TO PLAY GREATEST LOVE DRAMA

At some time in the career of most actors comes an overwhelming compulsion to play the greatest stage lovers. This spring such a time came to Laurence Olivier and Vivien Leigh. Mr. Olivier had won honors as hero of the films *Wuthering Heights* and *Rebecca*. Miss Leigh satisfied the entire nation as Scarlett O'Hara in *Gone With the Wind*. So in Hollywood they began rehearsing *Romeo and Juliet*, with Dame May Whitty playing Juliet's nurse. Now they have brought their show to Broadway via Chicago for a gala nine-weeks' run.

Both stars have played Shakespeare before in their native England. Both of them get a full measure of beauty from Shakespeare's poetry. If their own performances lack tenderness, they still fit well into a sumptuous, swift production in which a revolving stage whisks actors from ballroom to bedroom to balcony.

*Romeo and Juliet* has been given under many odd circumstances. In Shakespeare's day Juliet was acted by a boy. Later the title roles were played in London by the Cibbers, father and daughter, and by the Cushmanes, sisters. In New York in 1762 a Mrs. Douglass and her son played the lovers. And in 1877 six actresses played Juliet in one performance, each appearing in one scene, with a full-time Romeo. The current presentation gains interest because Miss Leigh and Mr. Olivier are very much in love and are to be married when divorce decrees become final.



"Tell me, daughter Juliet," asks Lady Capulet (left), "how stands your disposition to be married?" Demure Juliet, not yet 14, kneels by her mother and replies, "It is an honour that I dream not of." Lady Capulet commends a young man named Paris, while Juliet's gay old nurse (right) says if "I might live to see thee married once, I have my wish."



Romeo kisses Juliet goodnight after her father's banquet where they meet and fall in love at first sight. Romeo discovers that she is daughter of the Capulets, a powerful Verona family, who have a bitter feud with his own family, the Montagues. Knowing she should despise her lover, Juliet moans, "My only love, sprung from my only hate!"



The greatest love scenes ever written are played here by Laurence Olivier and Vivien Leigh on Juliet's balcony where Romeo first swears his love "by yonder blessed moon." Now, after a secret marriage they meet again and Romeo bids his bride "farewell, farewell! One kiss, and I'll descend." They are fated never to kiss like this again.

CONTINUED ON NEXT PAGE



## Romeo and Juliet (continued)



"O honey nurse, what news?" asks Juliet after sending her nurse to bring a message from her lover Romeo. Out of breath from her errand, the garrulous old nurse complains here about her aching head and weary bones, finally delivers Romeo's message to impatient Juliet, "He hath sent to Friar Laurence's cell, there stays a husband to make you a wife."



The secret marriage of Romeo and Juliet is performed at night in the cell of their confessor, Friar Laurence, who rashly persuades Romeo. "These young light-heeled violent ones and in their triumph, it's like fire and powder, which as they kiss consume. The sweetest honey is loathsome in his own deliciousness. Therefore have no more of this."



On the bridal bed Juliet refuses to believe that dawn has come. She argues gently with Romeo, "It was the nightingale, and not the lark, that pierc'd the fearful hollow of thine ear. And night is not daylight, I know it, I. It is some meteor that the air exhibits to be to thee this night a torch-walker. Therefore say yet, thou need'st not to be gone."



Juliet meets her old suitor, Paris, in Friar Laurence's cell where she goes to confession after Romeo is banished from Verona for killing a Capulet. Paris asks her family's consent to marry Juliet a few days later. He takes his leave of her saying, "Juliet, on Thursday eve will I rise up. Till then, thou art kept here. Kiss."

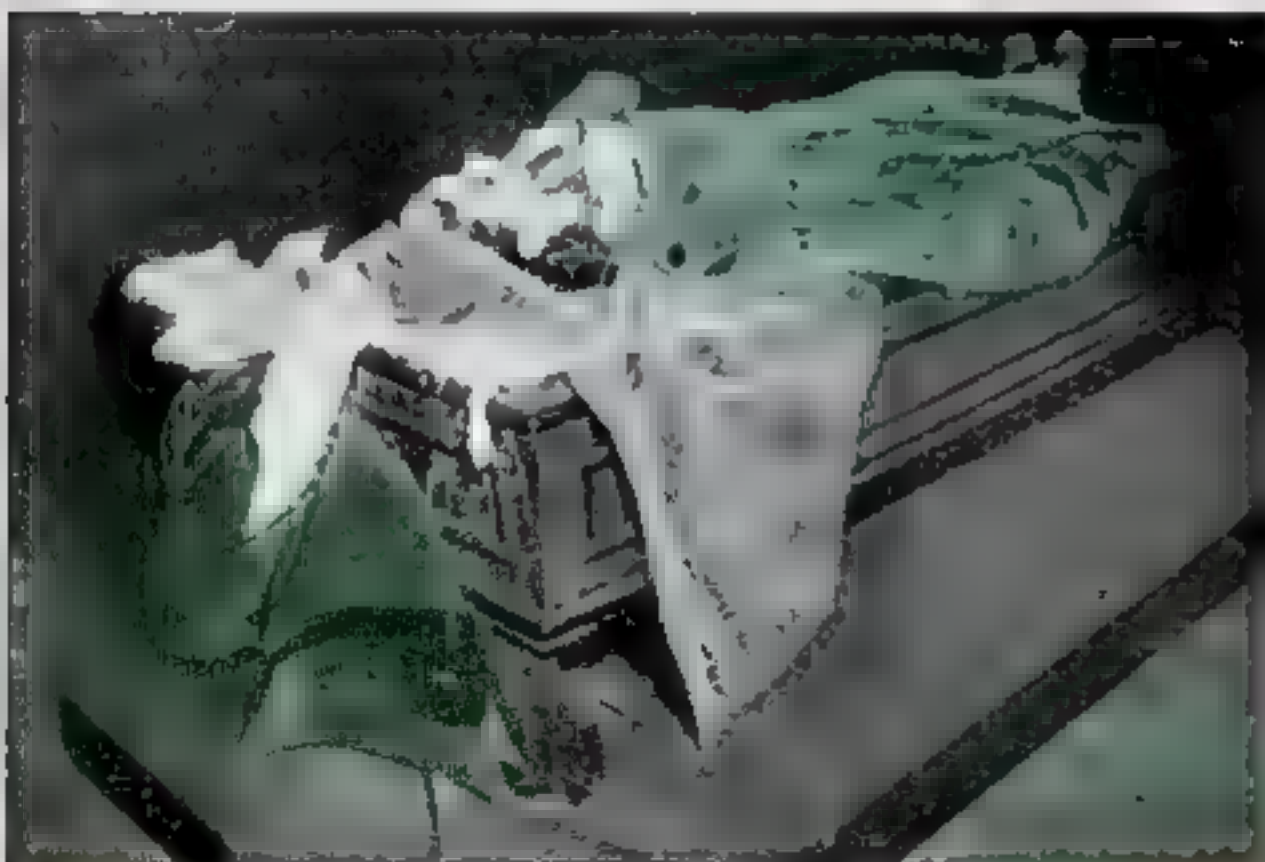




"Come weep with me," mourns Juliet, telling Friar she would rather die than wed Paris. Thereon, the Friar gives her a potion which will make her appear dead for two-and-forty hours, and then awake as from a pleasant sleep. Meanwhile he will send word to Romeo to rescue her from the tomb.



In the tomb Romeo discovers Juliet, and assumes she is really dead because the word from Friar Laurence failed to arrive. He marvels at her beauty, even in death. "Shall I believe that unsubstantial Death is amorous, and that the lean, unloved monster keeps thee here in dark to be his paramour?"



"Here's to my love," speaks Romeo as he drinks poison rather than live without Juliet. Presently Juliet wakes from her long sleep and discovers her dead lover. She tries in vain to kiss the poison from his lips, then plunges his dagger into her breast, saying, "O happy dagger—let me die."

## Nettleton MAKES News

WITH SPORT SHOES AT

98¢



Style 808. Smart all white shoe in heavy buck for grip and

country wear. \$9.50

## Nettleton for Young Men

AT THE PRICE THEY WANT TO PAY

Never before has Nettleton presented such values. The high standard of craftsmanship which has made Nettleton the leader in the field of really fine shoes now is being offered in these new models at a price adapted to the shoe budgets of today's young men.

STYLE FOLDERS MAILED ON REQUEST



WATKINS  
Style 355... Tan calf and White Buck Blucher  
\$13.50

## The ORIGINAL ALGONQUIN

WITH THE PATENTED HAND-SEWED SEAM

Any man who need not let a few dollars stand in the way of a most unusual experience in comfort and appearance will find the Algonquin the best shoe investment he can make. An abundant range of styles in this exclusive Nettleton development offers a selection of patterns to suit every individual preference.

A. E. NETTLETON CO. SYRACUSE, N. Y.

MEN LIKE TO SAY THEY WEAR THEM



## Rainy Days are Happy Days when you're smartly clad by **ALLIGATOR**



Swagger double breasted model with a military flare.

English raglan model—extra long, extra roomy!

The style leader! Distinctive Galescoat Coacher by Alligator!

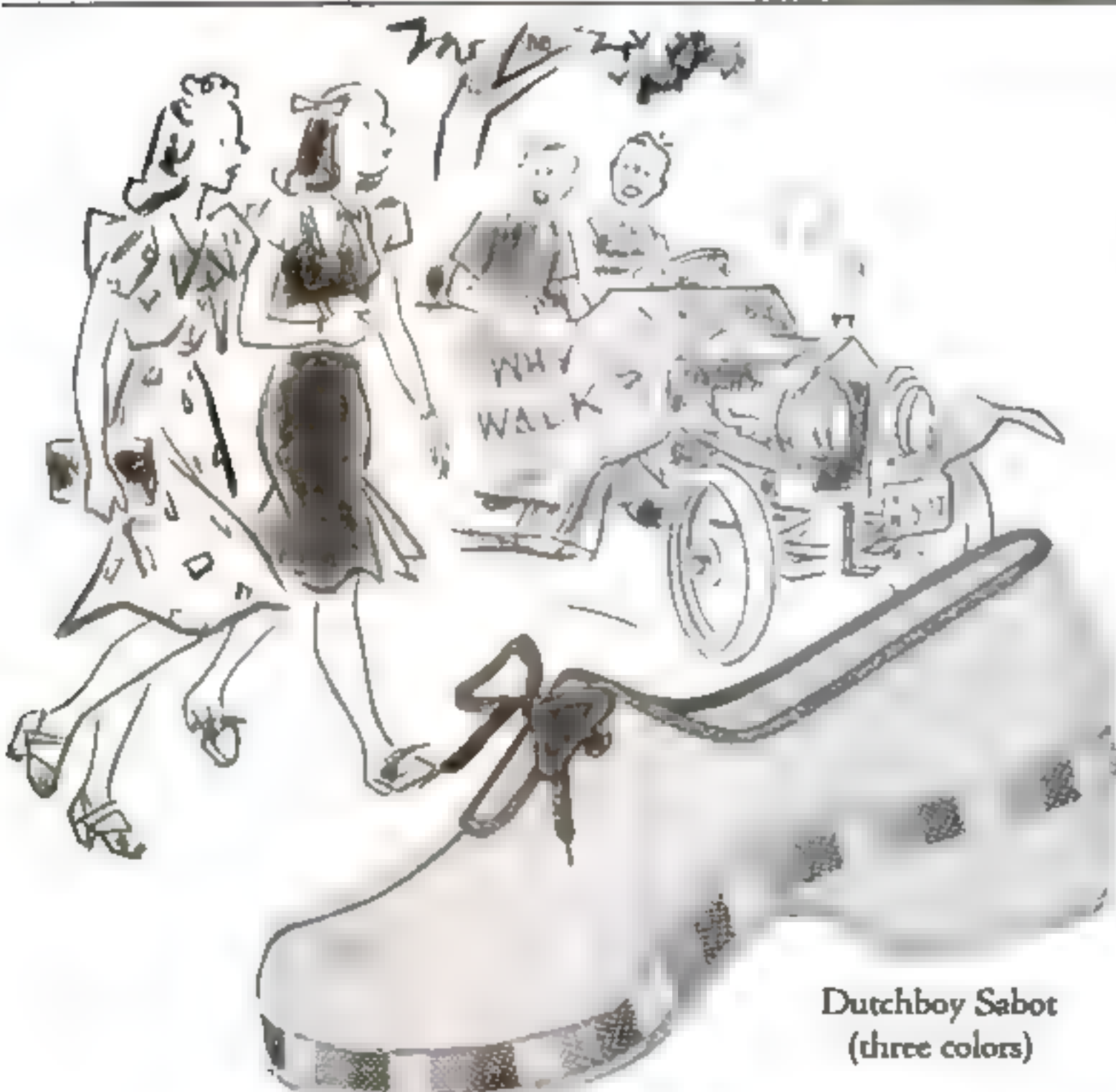
**Don't Let The Rain Stop You! Step Out In Style—Save Your Clothes And Disposition With An Alligator!**



HERE are just a few of the many new styles by Alligator. See them all—and remember, Alligator means lasting, dependable, satisfying quality—the best in rainwear! Look for the label when you buy. The Alligator Co., St. Louis, Los Angeles, New York.

**\$5.75 to \$26.50**

**...AT BETTER DEALERS EVERYWHERE**



Dutchboy Sabot  
(three colors)

They are not Kedettes unless the name Kedettes appears in the shoes. 23 styles. 30 color combinations. 1.98 to 2.98. At the better stores.



**Kedettes**

REG. U. S. PAT. OFF.

United States Rubber Company  
ROCKEFELLER CENTER, NEW YORK

## Laurence & Vivien

Adult romance between famous screen actors  
compares well with that of young Italians

by NOEL F. BUSCH



Olivier and Leigh impersonated a tragic young married couple in *21 Days*.

**R**omeo and Juliet is a pretty little love story concerning two Renaissance adolescents.

In 1940, Romeo and Juliet, if they lived in the U. S., would be in high school behaving themselves properly. If they had the effrontery to try to marry, Juliet would be considered a child-bride and Romeo an example of the worst kind of Tennessee mountaineer oaf.

At present, romances like that of Romeo and Juliet are reserved for their elders who, due to the improving influences of Sigmund Freud, World War I, woman suffrage and the passage of much time, feel free to do as they please.

For modern readers, consequently, the story of the love affair between Romeo and Juliet has far less relevance than the story of the love affair between Laurence Olivier and Vivien Leigh.

Laurence Olivier is the son not of a Montague but of an eminently respectable Dorking, England, parson. He went on the stage at the age of 13, worked up to lead roles and married an attractive young actress named Jill Esmond. Princess Marie Louise sent them a pearl knickknack for a wedding present.

Vivien Leigh's parents, the Ernest Richard Hartleys, lived in Darjeeling, India. Vivien, however, went to a convent in Rochampton, a finishing school in Paris, a seminary in Bavaria and then got a job in London, acting. She made friends with many nice people and presently married one of them—a young lawyer named Herbert Leigh Holman.

Vivien liked her husband so much that when she continued her professional career, she borrowed his middle name.

Laurence Olivier and Vivien Leigh met each other for the first time when both worked in a mediocre British movie called *21 Days*. Nothing at all untoward occurred. They met again a year later when both worked in a better British movie called *Fire Over England*. They fell in love at second sight and went off to Denmark where they enjoyed themselves enormously in an outdoor production of *Hamlet*.

Love is a marvelous thing and it has had a marvelous effect on Laurence Olivier and Vivien Leigh. Under its benign stimulus, their careers improved by leaps and bounds. Far from engaging in suicide pacts, each became an internationally celebrated movie star.

Due to Vivien Leigh's inspiration, Olivier began to pant and loll upon both stage and screen in such fashion that he was soon chosen as the leading man of *Wuthering Heights*. Then he played opposite Katharine Cornell who is often considered the first lady if not the first actress of the



In "*Rebecca*" Olivier is a gloom-ridden widower whose first wife was naughty



In "*Gone With the Wind*," Vivien Leigh is Scarlett O'Hara, who was bad too.

CONTINUED ON PAGE 77



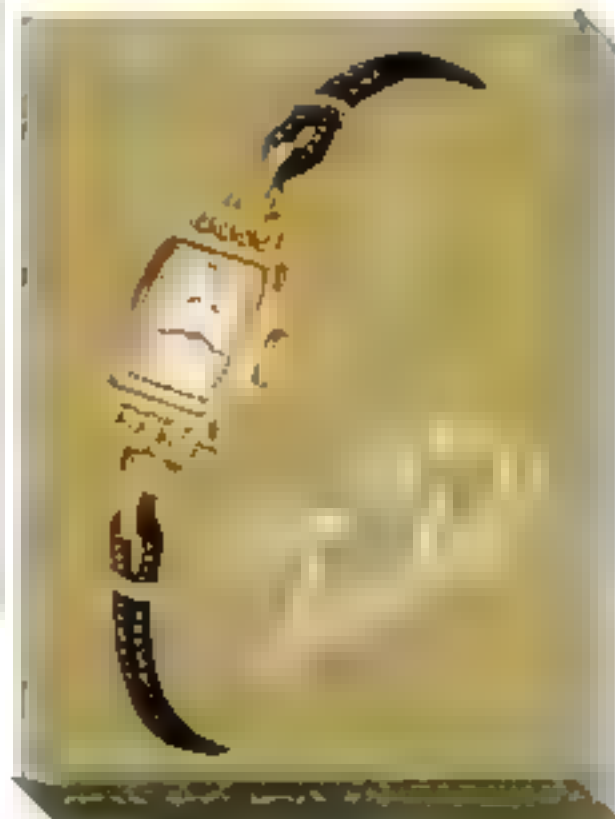
★ Lady Elgin, 14K gold-filled case. Tailored in the modern manner. 19 jewels. No. 2985. **\$47.50**



★ Lady Elgin in 14K gold-filled case of the striking new color—rose gold. 19 jewels. No. 3915. **\$47.50**



★ Dainty Lady Elgin. Interestingly cased in 14K gold. Flexible loops. 19 jewels. No. 3919. **\$55.00**



★ Gracious Lady Elgin of classic simplicity. Leaf motif, 14K gold filled. 19 jewels. No. 3906. **\$47.50**



★ Lady Elgin in 14K gold with applied gold flowers. Gracious . . . smart. 19 jewels. No. 3904. **\$55.00**



**GIFT OF GIFTS...**

# For your Graduate's Golden Day

★ **Lord Elgin**

**21 JEWELS**

★ **Lady Elgin**

**19 JEWELS**

**TIMEPIECES OF OBSERVATORY-CERTIFIED ACCURACY! SEE ALL THE BEAUTIFUL NEW LORD AND LADY ELGINS FOR GRADUATION GIVING. THEY ARE AT YOUR JEWELER'S NOW**

*Yours is the privilege—to give your son or daughter the one gift that will mean most on the golden day of graduation.*

You will find the brilliant new Lord and Lady Elgins offer just what you are seeking. They have beauty in abundance. And these finely-adjusted watches achieve an accuracy that is amazing. Each carries the Observatory Certificate, awarded only for superlative timekeeping proved right in a great astronomical observatory. And behind each is the advanced skill of ELGIN'S partnership of craftsmen and scientists.



Further, there are two new features, exclusive with ELGIN, in every watch—an Elginium hairspring\* and a Beryl-X balance. Both are rustproof, non-magnetic, unaffected by temperature or climatic changes.

Choose at your jeweler's now for your graduate-to-be, Lord and Lady Elgins from \$47.50. Other outstanding ELGINS from \$24.75.

U. C. L. A. '40. *Carter Crall caught for the varsity baseball team. He is president of his fraternity. "Grandfather's Elgin key-winder started the tradition in our family," he says. "Of course I'm getting a Lord Elgin for graduation!"*

Mount Holyoke '40. *Talented Ella Way takes leading roles in Dramatic Club Productions, studies interpretive dancing. "I've already chosen my graduation Lady Elgin," she writes. "It will be the seventh Elgin in our family."*

Visit the Elgin Watch Building at the New York

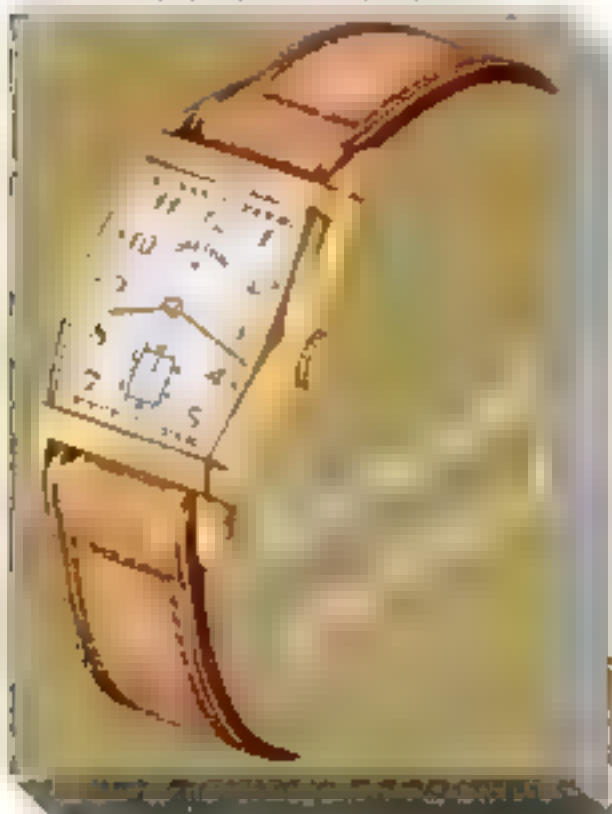


World's Fair. Learn the story of modern watchmaking.

\*Patents No. 2,074,000 and 2,072,400

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★ Lord Elgin of unusual design. Cylindrical ends. 14K gold filled. 21 jewels. No. 3527. **\$55.00**

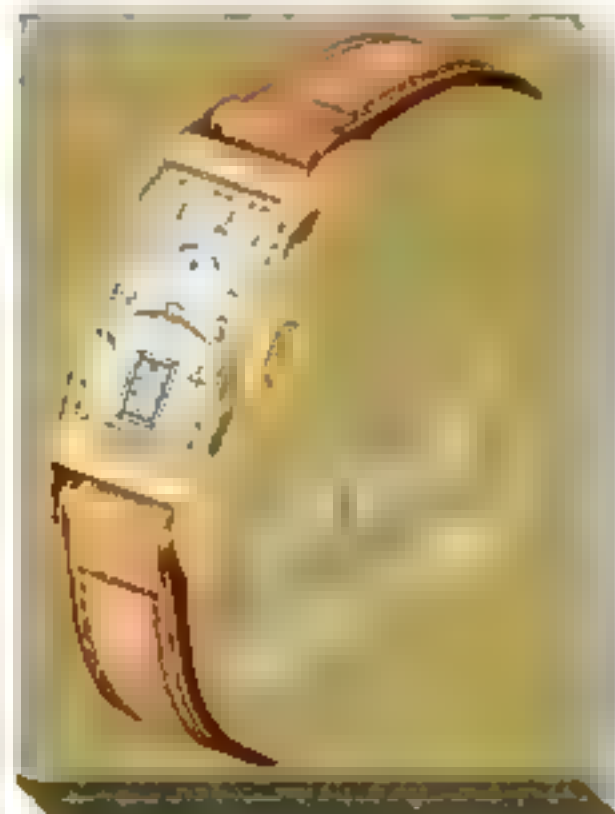


★ Sturdy Lord Elgin. Six-sided, rugged and masculine. 14K gold filled. 21 jewels. No. 3822. **\$50.00**

★ Lord Elgin. Popular square shape. Free-moving loops. 14K gold filled. 21 jewels. No. 3525. **\$55.00**



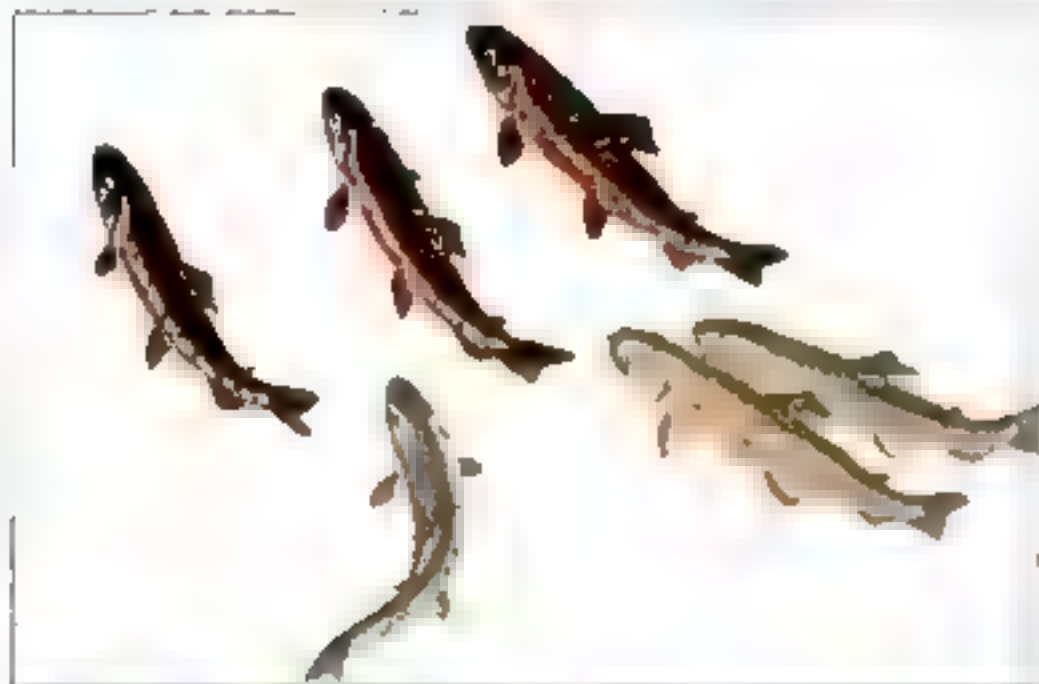
★ Streamlined Lord Elgin. 14K gold-filled case, curved to snug the wrist. 21 jewels. No. 3528. **\$55.00**



★ Handsome Lord Elgin. 14K natural gold, with curved dial. 21 jewels. No. 3503. **\$100.00**

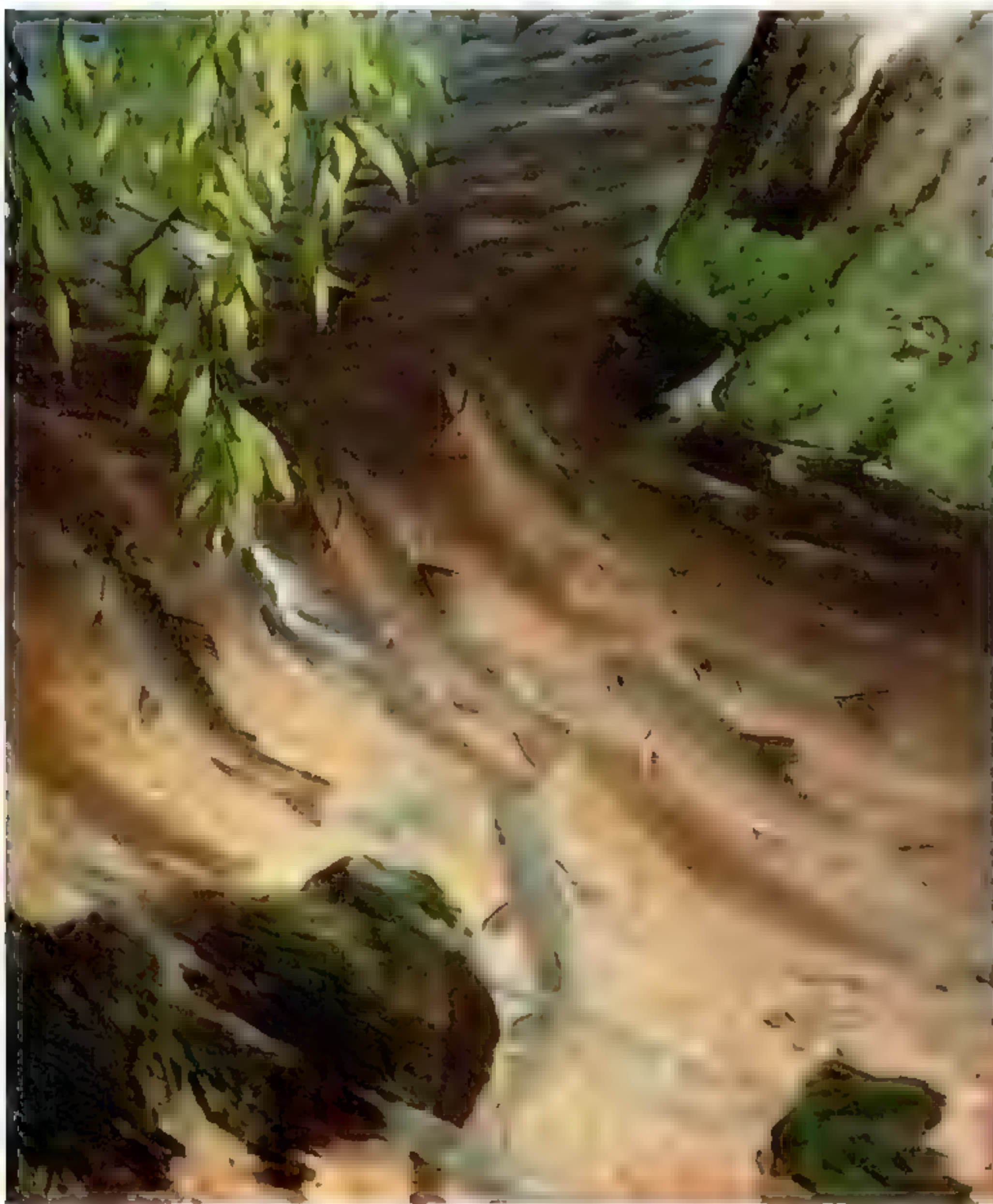


## NATURE'S PROTECTIVE BLENDING PROTECTS THE TROUT



LEFT: In a clear pool with white sand bottom the brook trout with its brilliant speckles would be sighted quickly by prowling mink or passing fish hawk.

BELOW: But in its native stream where its gay dress blends perfectly with the pebbled bottom and the mossy logs, it takes a bright eye indeed to see this elusive game fish.



## CALVERT'S PROTECTIVE BLENDING

protects the character and fine quality of Calvert Whiskey

NATURE uses Protective Blending to protect the creatures of forest and stream.

Calvert employs another kind of Protective Blending to protect the smoothness, mellowness and flavor of its whiskey.

That is why there is such perfect uniformity in the quality of Calvert, wherever you find it.

Try Calvert next time and see what Protective Blending does...to add to your drinking enjoyment.



Milder • Smoother • Finer Flavor •  
due to PROTECTIVE BLENDING

**CLEAR HEADS [CLEAR-HEADED BUYERS]  
CALL FOR**  
**Calvert**

BLENDED WHISKEY Calvert "Reserve": 90 Proof—65% Grain Neutral Spirits...Calvert "Special": 90 Proof—72½% Grain Neutral Spirits. Copyright 1940, Calvert Distillers Corp., New York City.





AWARDED AN "OSCAR" BY CINEMA ACADEMY, VIVIEN PUTS IT ON MANTEL

American stage. Currently, Olivier has the distinction of impersonating Max de Winter in the Daphne du Maurier-Alfred Hitchcock-David Selznick picture *Rebecca*. *Rebecca* played six weeks at the Radio City Music Hall, a record even surpassing *Snow White*.

In Vivien Leigh's case, the advantages of love were demonstrated even more convincingly. One night, Olivier took her to dinner with his friend Myron Selznick, the famous movie agent. Greatly pleased, Myron suggested to his brother David, the famous movie producer, that Vivien be given the role of Scarlett O'Hara, in *Gone With the Wind*. David Selznick, who had been wondering for two years what to do about this matter, agreed almost immediately.

The great news that Vivien Leigh was to be Scarlett O'Hara was announced on Jan. 13, 1939. The world, which had been waiting for the news, was disgusted. "Who is Vivien Leigh?" people asked. Other people answered: "She can't act!" or "She's no Southern belle!"

As is often the case, people were greatly mistaken. When on Dec. 18, 1939, *Gone With the Wind* opened in Atlanta, it turned out that Vivien Leigh—due, no doubt, again, to the inspiration afforded by her private life—was an unparalleled success.

At the present time, instead of being sealed up in a tomb, like Romeo and Juliet, or muttering at their mates, like many other persons, Laurence Olivier and Vivien Leigh are in the best of condition. Their dispositions, though not perfect, are compatible. Olivier has apparently put on weight, which makes him look less neurotic, and Vivien Leigh has taken off weight, which makes her look more neurotic.

A question arises as to the whereabouts of Mrs. Olivier and Mr. Leigh Holman. Both are in England and both are divorced. The divorces were symmetrical and simultaneous. Mr. Holman named Laurence Olivier as correspondent and Mrs. Olivier named Vivien Leigh as correspondent. In neither case did any scandal arise.

There is an important lesson to be learned from the Leigh-Olivier association. At the same age when Romeo's and Juliet's fathers were super-annuated busybodies, annoying everyone else in Verona as much as they annoyed each other, and when their respective spouses were inflated Italian matrons, too stodgy to be of any interest, these two are merely on the threshold of what promises to be a smooth and varied life.

Olivier says: *I don't suppose there ever was a couple so much in love.*

Vivien Leigh says: *Our love affair has been simply the most divine fairy tale, hasn't it?*

Some moralists may object that the fairy tale of Laurence Olivier and Vivien Leigh leaves something to be desired since they are not married to each other. This is obviously true. On the other hand, they intend to get married as soon as their divorce decrees become final next September.

They will then join the select company of great American lovers—the Duke and Duchess of Windsor, John Barrymore and Elaine Barrie, and John Smith and Pocahontas, who lived before their time.



Mrs. Laurence Olivier (Jill Esmond) has displayed admirable self-control.

## A mouth as fresh as the morning . . .

Cool as the seabreeze—  
clean as all outdoors—  
that's the way  
your mouth can feel.



It starts with a tingle on your tongue . . .  
a cool minty fragrance that wakes up your  
sleepy taste sense. And then it comes all in  
a rush . . . that clean, young, all-new feeling.

It's Squibb Dental Cream cleaning, polishing, refreshing. And there's concentrated Squibb Milk of Magnesia in it, to help neutralize bacterial acids . . . when it comes in contact with them . . . acids that might harm pretty teeth.

You can put your faith in its purity. For Squibb Dental Cream must undergo 239 separate tests before it qualifies for the Squibb control number, recorded for your protection on each tube or carton. A good reason to specify Squibb every time you buy.

SQUIBB ANGLE TOOTHBRUSH (illustrated) . . .  
dentist designed, head bent at correct angle  
for easier brushing and gum massage.  
Ask your druggist.



## SQUIBB Dental Cream

\*Taste and feel the refreshing difference!



# The Man who Came to Dinner

(AND THE WHISKEY THAT CAME TO STAY!)



I had asked him up to dinner (though the family was away)...  
To sample my spaghetti, and to pass the time of day.  
He arrived complete with package, and as I took his hat  
He said, "Since you know whiskey, I believe you'll go for that."



I opened it and read "Paul Jones," and said, "Thanks, Jim, I'll try  
It in the drinks this very night." He said, "You'll find it DRY."  
So I made us some Manhattans (which is what I make the best)  
And I took his Paul Jones whiskey and I put it to the test.



He said, "Here's luck! You'll find the DRYNESS makes drinks brisk and grand."  
I tasted once...and tasted twice...and then held out my hand;  
"Here's luck is right, my friend," I said, "...I'll toast it and I'll say:  
"To the man who came to dinner...this whiskey's come to stay!"



I've learned a lot about Paul Jones, since meeting it that night;  
I've learned it's whiskey every drop—and every drop is right;  
I've learned its zest makes all drinks best...and this is my advice:  
You won't buy better whiskey, at—or near—its new low price!

## Paul Jones

IT'S DRY... AND WHAT A BUY!

A blend of straight whiskies—90 proof. Frankfort Distilleries, Inc., Louisville & Baltimore



DR. SWENSON TELLS STUDENT TO RELAX. CONCENTRATION TIRES EYES

## PSYCHOLOGY PROFESSOR HYPNOTIZES STUDENT IN CLASS DEMONSTRATION

For information on the phenomenon of hypnosis, students in most college psychology courses are referred to textbooks. Professor Harold A. Swenson, however, provides classroom demonstrations for his students at the University of Chicago. An amateur magician, he learned hypnotism 15 years ago. When the question is raised, Professor Swenson calls a likely student to the front of the room, puts him quickly into a trance. While the student performs hypnotic feats of memory and endurance, Professor Swenson continues his lecture, explaining how it happens.

Under hypnosis, the subject's mind is free of all external stimuli except the suggestions of the hypnotist. To climax his lecture, Professor Swenson has his student subject, under the influence of post-hypnotic suggestion, jump up on his desk and cheer.

HYPNOTIZED STUDENT LOLLS HEAD AT PROFESSOR SWENSON'S COMMAND







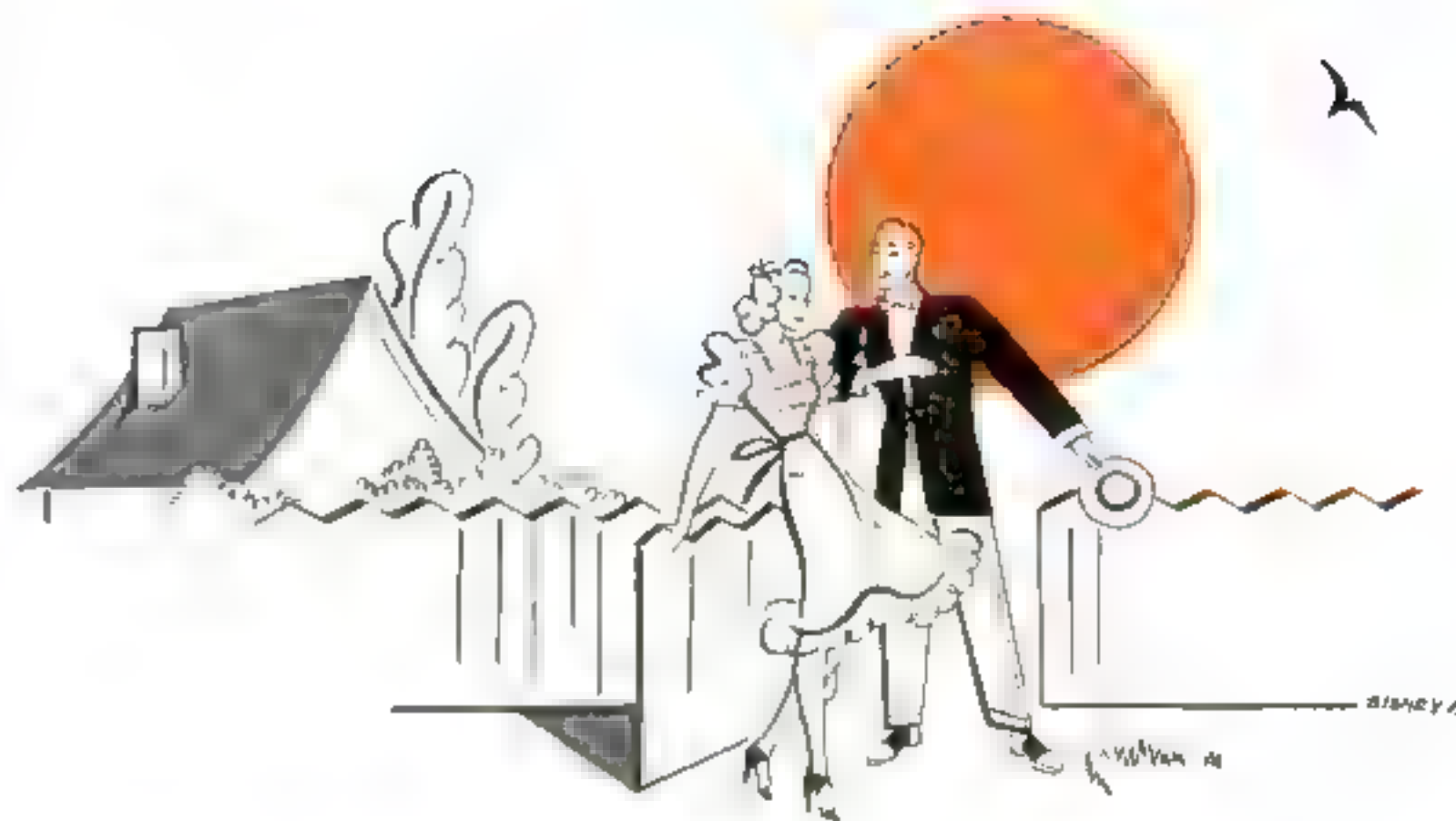
**Test of endurance** is performed by hypnotized student, holding arm straight out for several minutes without tiring. Hypnosis is frequently used to cure hysterical paralysis. Patients can be persuaded under hypnosis to use otherwise crippled limbs.



**Power of suggestion** is demonstrated by this subject, when told he cannot pull hands apart. Student (below) prodded by Professor Swenson recalls and writes the name of his kindergarten teacher, make of his family's first car and its license number.



CONTINUED ON NEXT PAGE



## "AMERICAN SWEETHEARTS" Kayser Nightgowns for Star Spangled Nights

New sleeping beauties

from Kayser's American Scene

Series! Illustrated is "Honey Child,"

a dainty check creation that's pretty

enough to go dancing! With its pert,

lace-enlivened top and ruffled hem,

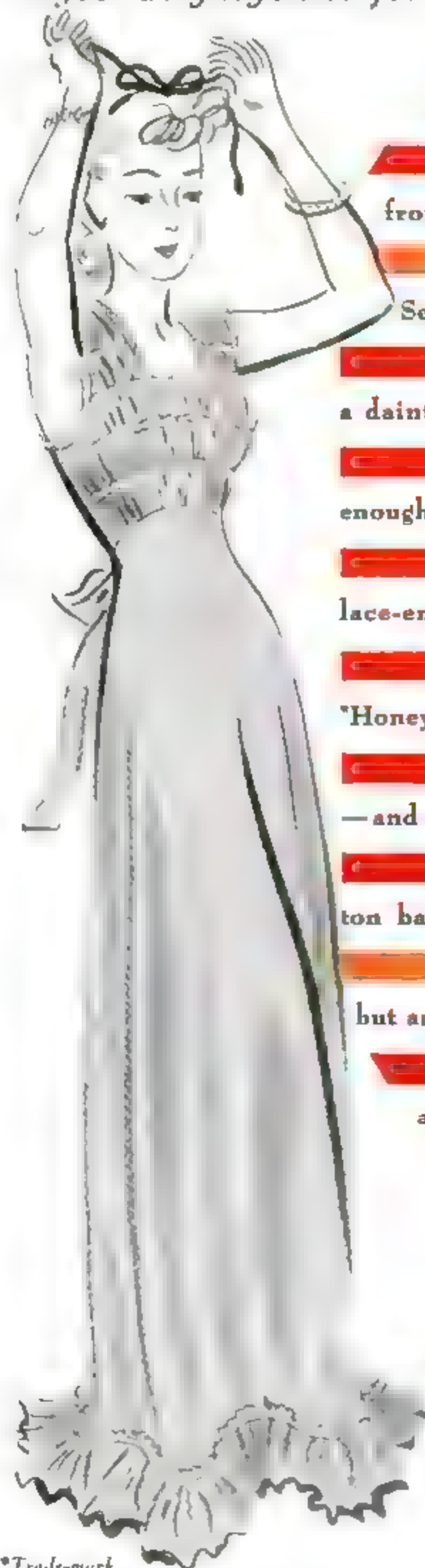
"Honey Child" is as feminine as a flower

—and as sweet as its name! Of fine cot-

ton batiste, gloriously cool and sheer,

but as washable as a hanky! In Rose

and Blue . . . . . \$1.09



\*Trade-mark

BE WISER...BUY  
**KAYSER**  
AMERICAN - MADE





Green lights have a habit of turning a quick amber and red at the most embarrassing moments. Just as you are about to go, you have to stop. This calls for presence of mind, fancy footwork, and good brakes to keep you from going out of bounds in cross traffic or lunging unceremoniously at your windshield. Stop as trucks and buses stop—quickly, quietly, smoothly, safely. Stop at the Grey-Rock sign for Balanced Brake Linings. . . . Let the lights turn red!

*Give your car an even brake*  
with  
**Grey-Rock**  
BALANCED BRAKE LININGS

U. S. Asbestos Division of Raybestos-Manhattan, Inc.  
Monheim, Pa.



Imaginary pain is felt by the hypnotized student as Professor Swenson touches his hand lightly with pencil point and suggests to him that it is hurting him terribly.



Post-hypnotic suggestion, minutes after coming out of hypnosis, makes student jump on desk and cheer. Post-hypnotic influences have been known to last a year.

TAKE A SMART VACATION  
FROM SUMMER HEAT . . . IN

*The Bahama*




Travel thru Summer in The Bahama . . . the hat that was born to outwit the heat! Fashioned of special fibre woven in the Philippines . . . so cool the natives wear the very thing themselves!

Styled with that Hopkins air topped off with rich-toned puggree bands, vivid or subdued. At your favorite store, \$3.50.

BRIGHAM-HOPKINS CO., INC. • BALTIMORE, MD.







# Luxury Texture

*Petal Soft*

FOR MORE  
COMFORT AND PROTECTION

Petal-like softness... protective firmness combine to give you greater comfort and greater protection. Luxury Texture Scott Tissue cleanses gently, without irritation, yet cleanses thoroughly. Every mother... every hostess... appreciates its assured comfort and security. Ask your dealer today for Scott Tissue... Scott Paper Co., also makers of Waldorf Tissue and Scott Towels for home and business use.

Copyright 1927, Scott Paper Company

Scott Tissue  
**1000 SHEETS**  
Scott Paper Company, Chester, Pa. U.S.A.

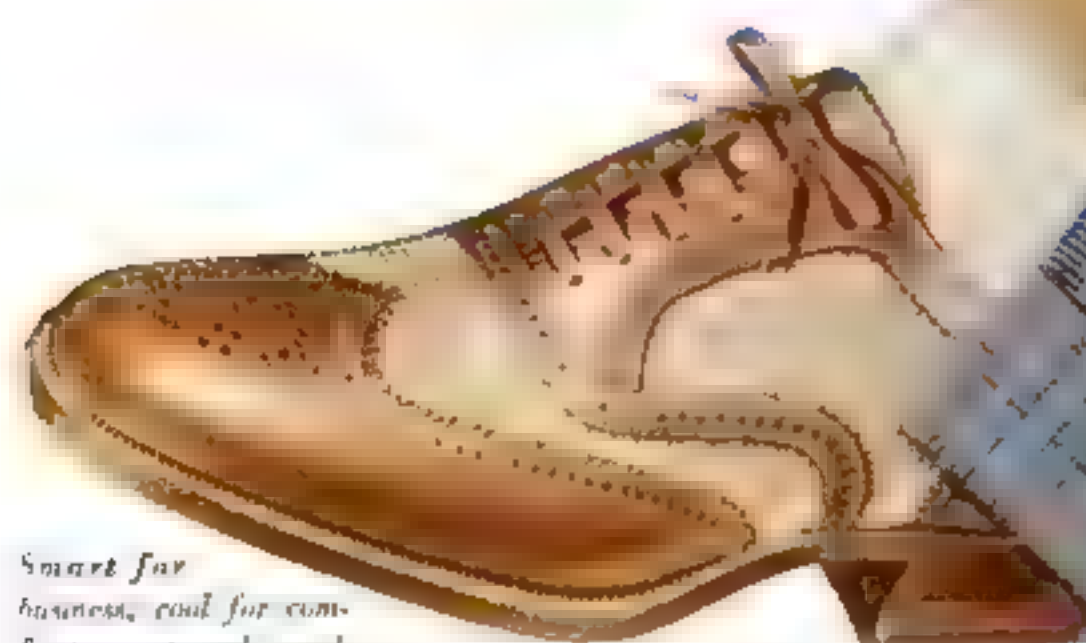


If you want a shoe that pampers  
your feet—and pocketbook, too

better  
see

Roblee

SHOES FOR MEN



Smart for  
business, cool for com-  
fort—natural mesh  
chub—smooth tan trim  
—B677



Let breezes  
blow through a hot  
summer honey—tan  
and white Monk Ox-  
ford—B636. Also tan  
and white—B638.



For country  
club or avenue—tan  
calf and white Shubuck  
—B650. Also black  
and white—B649.



You can't go  
wrong this summer—  
no matter where you go  
in this genuine white  
Jack Duck—B653.



Smart flexible  
comfort for sport,  
play and lucky hours—  
genuine pig skin,  
"breezy" perforated  
upper—B633



Men tell us Roblee Tread Straights "straighten them up" like an army sergeant

Here's a shoe that fits like your hat—a sympathetic shoe—a real shoe pal.

That's because Roblee Shoes are blessed with two beneficent comfort ideas.

**Roblee Tread Straight**—In there pitching every minute to snug your instep, coaxing you to toe straight ahead; actually urging you to walk taller.

**Roblee Air Step**—the idea that puts pneumatics on pedestrians. Air-cushioned against pavement bump. You stride on a cushion of ease.

You'll say "There's at least ten-spot style at just \$5 to \$6.85 price."

The bright red-and-blue sign in the window means Roblee drop in for more shoes for less. Made by United Men's Division, BROWN SHOE COMPANY, St. Louis.

\$5 to \$6.85





**Queen Merle** is blonde, 5 ft. 5 in. tall, weighs 115 lbs. After college, she aspires to: 1) photographic modeling 2) marriage and a home in Iowa.

## DRAKE RELAYS CARNIVAL

**ITS QUEEN WAS A GIRL FROM IOWA,  
ITS HERO A HURDLER FROM TEXAS**

**W**ith parades, bands, dancing and ballyhoo, Des Moines last month celebrated 31st annual Drake Relays, a track classic that brought 2,000 athletes from 182 other schools to compete in Drake University's mammoth stadium. When the shouting died down, hero of the two-day event was Fred Wolcott, star hurdler from Rice Institute in Texas. For the third consecutive year, Freddie won the 120 yd. high hurdles—or which he hung up the Drake record of 14.2 sec. in 1938.

Also basking in glory was the ever Merle Lundsten, chosen queen of the carnival from a field of co-eds nominated by competing colleges. A junior at Iowa's Coe College, Merle got a free trip, an escort of five Drake fraternity men, a court of six comely Drake girls, an entertainment schedule like a Presidential candidate's.

Annual badder for the cream of U. S. college track talent, Drake's meet is rivaled by Penn's. They are held simultaneously, are fiercely competitive. This year Drake bettered Penn in eleven out of 18 comparable events.



**Hero Fred** shares "rocks" with Merle, dances with her (left). Towheaded and 6 ft. 2 in. tall, he holds three hurdling titles, is All-American choice.



## Drake Relays (continued)



FRED WOLCOTT (FAR RIGHT) IS FIRST OVER THE FIRST HURDLE IN THE 120-YD. HIGH-HURDLE FINAL, WHICH HE WON IN 34.3 SEC. HIS FAST START GAVE HIM HIS LEAD



A hero's life is a public one. Drake co-eds cluster around the booth where Fred eats his breakfast of milk and cereal. But he already had a date with a Des Moines girl whom he met at last year's Relays.



Fred's driving stride also makes him a good anchor man on the 440-and 880-yd. relays. Picture on opposite page shows Stadium and some of 2,000 contestants warming up.



Fred's perfect form brings legs high, body forward as he tops the high hurdle. His arms are stretched well in front to give necessary lean as he hits the track for the next stride.











# SYRIA

## A BIG FRENCH ARMY GUARDS NEAR EAST'S ANCIENT CROSSROADS

Should Hitler strike east or Mussolini jump into the war or Soviet Russia pile on, the world spotlight would instantly narrow on far forgotten Syria. Here is now massed a formidable French army under the old warhorse Maxime Weygand (*see front cover and p. 94*), ready to rush either to the defense of Egypt or of Turkey and the Balkans. Here is a sample of the brains, the men and the material of France and its colonies. Here flies the flag of France, shown on the opposite page being raised at sunrise to the bugle call *Au Drapeau* at Aleppo.

The French expeditionary force in the Levant States, chief of which is Syria, has tanks and planes, motorized guns—anti-aircraft, anti-tank. It probably has not enough planes to clear the air of Italian or German or Russian bombers over all the Near East but Weygand is getting all he can from France. The army's numbers and the names of its generals are dark military secrets. Best guess is that it has now at least 150,000 men. It includes men from the far-flung domains of France: Moroccans, Algerians, Tunisians, Senegalese, Annamites, Madagascar Malgaches, Lebanese, Syrians, Bedouin camel fighters, Cherkess Cossacks of Syria and large units of the French Foreign Legion. One of the most polyglot companies ever assembled, these men of many tongues and colors now bathe on Beirut's one fine beach (*top, right*), shop in the *souks* and peer into the Tomb of Saladin in Damascus (*right*), swelter in the heat of Homs and Aleppo (*bottom right*). French officers now fill the smart hotels, notably Beirut's St. Georges, crowd the night clubs, the Kit Kat and Café Français, hunt antelope in the hills. Beirut's street lamps are only half lighted.

The ancient fortresses of Syria could not long stand against air bombing. But the olive groves are just high enough for a small tank to get under. Eventually Syria will have ten divisions comprising five complete army corps. Now the three divisional headquarters are at Beirut, Damascus and Aleppo. Action may come without warning. For Syria, long a crossroads of world trade, has been watered by men's blood for far longer than Flanders. In this natural cockpit where Asia, Africa and Europe meet, have fought Abraham, David, Alexander, Ramesses, Sargon, Menelaus, Pompey, Bohemond, Nureddin, Saladin, Tamerlane, Baibars the Panther, Soleiman, Mohammed Ali, Lawrence of Arabia and General Allenby.



Beirut is the port and chief military base for the French forces in Syria. Winding in the foreground is road southeast to Damascus. Beyond the crowded pines, olives and

vineyards lies Beirut on the Mediterranean, a poor port with a small, mole-protected harbor. It supplied the Crusaders and must do the same for the modern French.



Damascus, considered oldest inhabited city in the world, now chief city (pop.: 200,000) of Syria, guards a fertile patch in desert. Its high-walled houses are magnificent

inside. In foreground, Moslem graveyard of Bab Zghir; in background, snow-tipped Anti-Lebanon mountains. Below: soldiers urge mule up steps of Aleppo citadel



RAILROADS UNITE SYRIA WITH TURKEY AND EGYPT



## POLYGLOT FRENCH ARMY OF THE LEVANT

Some of the men and some of the machines that make up the French expeditionary force in Syria are shown on these pages. A stranger army never was seen. The men are of nearly every color and religion in the world but they are all subjects of the Third French Republic. They are led by white Frenchmen from the crack French military schools. Their backbone is constituted by motorized and mechanized units manned by French police. On Commander in Chief Weygand's violent insistence, France has been shipping out new fighter planes, pilots and mechanics. Oil comes handily

from the Mosul oil fields, piped from Kirkuk to Tripoli. The soldiers are quartered in tent cities, in new barracks, in caravan khans. Eventually there will be 300,000 of them, in five army corps.

The roads of Syria now swarm with new and requisitioned Fords, Dodges and Chevrolats. The tanks range from five to twelve tons. The chief concentrations are in the north, for a dash north against a German or Russian attack, or an Italian attack based on the Dodecanese Islands off Turkey. The central camp is at Homs where 72 white tents (six men apiece) and 40 wooden barracks (100 men



General Weygand, standing alone at the right, reviews French Moroccan infantry led by a white French lieutenant.

The building in the background is the Greek Consulate. The place is Tripoli, second port in the Levant States.



Tunisian band passes Commander in Chief Weygand in review. Note that they carry a regimental band standard

of a crescent, ball, horses' tails and metal plate, much like pagan Schellenbaum affected by German band units.



# MAKES A FORMIDABLE FIGHTING MACHINE

apiece) cover one regiment. There is enough ammunition buried in the mountains to last a year. Most of this is in the south, near Damascus and the main air base.

In the bazaars the French officers shopping for their men's mess carry their own scales to check against the shifty merchants. In the bigger towns the men go to movies but there is nothing much else to do but drill. They can be seen daily getting machine-gun instruction on the baking plains.

One company is quartered atop the artificial sand and rock pile that is the citadel of Aleppo,

never captured by the Christian Crusaders. Donkeys carry the men's supplies up the long flight of steps to the stone barracks. The citadel is not worth defending but nearby are mounted several batteries of heavy guns. Anti aircraft batteries are clustered around all the munitions dumps, air bases and the oil tanks at Tripoli.

Under the brilliant command of Weygand, this remarkable force blankets the Levant States (including not only Syria but also Lebanon and Latakia). As shown in the parade below for Weygand, it seems to be a welded weapon ready for use.



Motorized cavalry of regular French Army are led by armored chenillettes which are here used to pull anti-tank

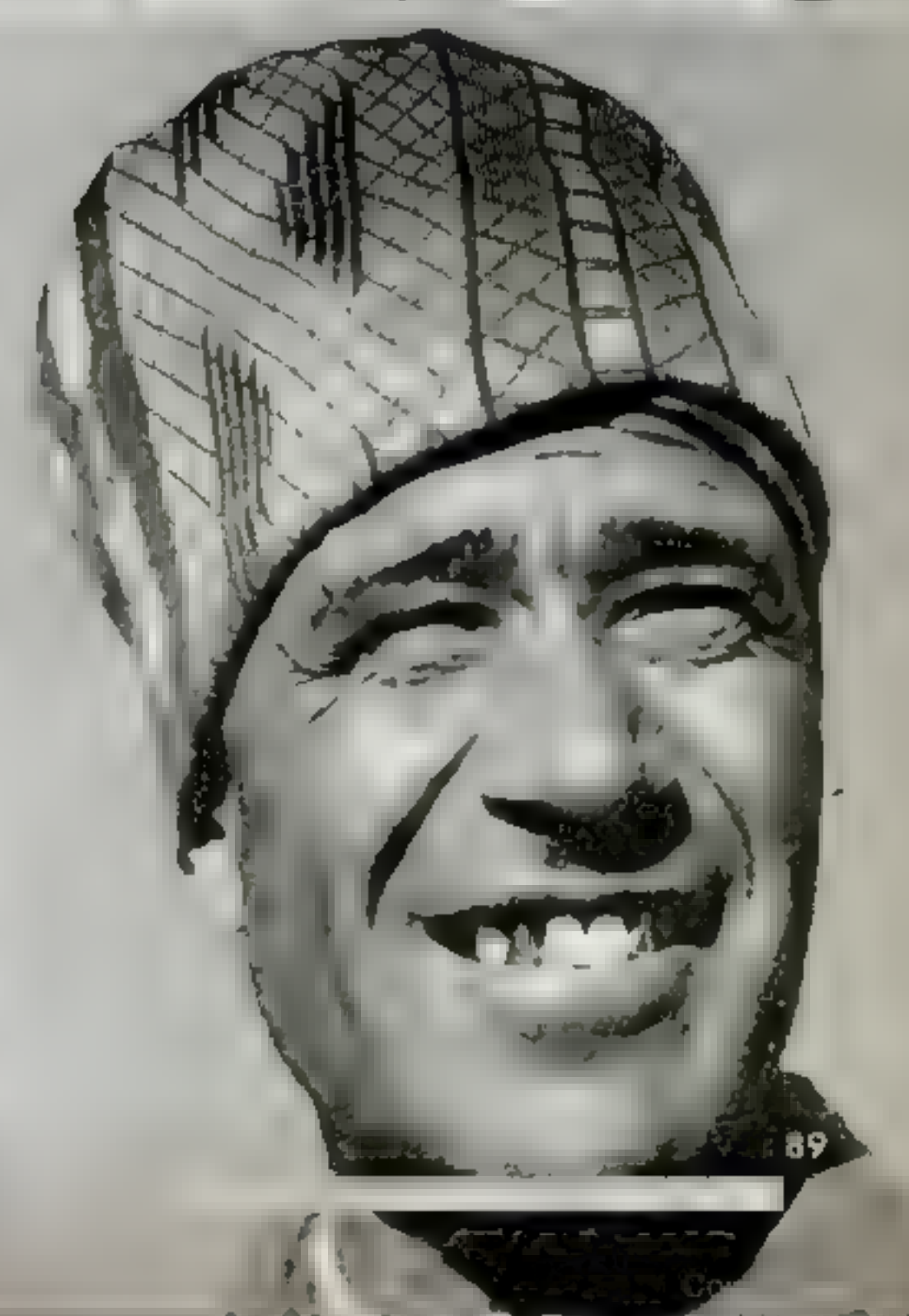
guns. Also used to bring ammunition carts up to the fighting line, these are part of the advance striking force.



French artillery rolls past General Maxime Weygand, still standing at the side of the Tripoli avenue. The guns are

155 mm. Schneider howitzers pulled by mules, of which French have bought several large batches from Missouri.

CONTINUED ON NEXT PAGE







In Military City, south of Homs, men of the Tunisian infantry called *travailleurs* peel potatoes, pull apart hol-

low Arab bread-loaf. They wear *chechia* headgear and crescent instead of neck-veiled *kepi* of the Foreign Legion.

## NORTH AFRICANS LIKE THE NEAR EAST



FOREIGN LEGION POST

The plain slogging infantry of France's Army in Syria is shown on these pages. These men are the famous, tough native infantry of North Africa, trained for just this kind of country. They will be stiffened by large units of the Foreign Legion, including some Poles and Loyalist Spaniards exiled from Spain. Legionnaires already in Syria include Persians, Belgians and Germans. They are not so much loyal to France as to the severe discipline of the Legion, wear French Army insignia of a bursting bomb with a spout of flame. Legionnaires eat very well, keep themselves very clean, prefer fighting to getting drunk. Very few are criminals. Political exiles from countries overrun by Germany generally join not the Legion but new units called *Regiments de Marche des Volontaires Etrangers*. At Homs also are some troops of General Caillaud's Syrian Army, purely for local defense



UNDER THE DAZZLING SKY OF SYRIA



Kitchen police of the North African infantry at Homs wash up after the noon dinner. These men are generally white, of

the Arab and Berber stock of Algeria and Morocco, as distinct from the inland Negroes and the Arab-Negro mixtures.

They are perfectly at home in the Near East, which is much like their own homeland, only older and poorer and dirtier.





FRENCH COLONIAL TROOPS MARCH OUT FROM THE TENTED MILITARY CITY AT HOME. POLISH VOLUNTEERS WILL QUARTER IN BARRACKS AT LEFT



Dinner is cooked in the big pressure cook-stoves at left. A French soldier gawks at left. The men in fezzes are North

African Arabs. The tank cart at the right holds water and sometimes oil. In the background is the Military City. Near-

by is the Orontes River which parallels the coast and makes all of this plain one of the most fertile garden spots of Syria.





A Weygand staff officer (right) inspects the famous meharists (camel corps) in Syria, in front of whom stands a standard of France. These Bedouins carry Lebel carbines.



Behind the inspection (left) wait the powerful, patient camels of the meharists, long tassels dangling from their saddles. They have more stamina, nearly as much speed but not as much intelligence as horses.

## SHE-CAMELS CARRY THE DESERT CAVALRY

Germany before the War had dreamed of an arab "Fifth Column" to overthrow the French and British in the Near East, just as the British overthrew the Turks in 1914-18 with the connivance of Lawrence of Arabia. But astonishingly, Arab unrest died with the outbreak of war. The rebel Bedouins of 1914 have now given their strength to the fabulous native camel corps called meharists. Mounted on pale she-camels costing up to \$500 apiece (males are good only as beasts of burden), wearing red capes and white headgear, singing the desert marching songs, they sweep the steppes of Syria for France. Some are mercenaries from Saudi Arabia, getting \$16 a month out of which they buy their camels' barley and dough. They are commanded by French officers. Their post at Dmeir has a light tower to signal to Damascus, ten miles away.

On this page is shown a festival of the meharists to entertain their French commanders, at the famous oasis of Palmyra deep in the desert. Star performers were the beige-colored camels. These troops will serve as scouts and raiders, not as shock troops.



FRENCH OFFICERS IN SYRIA, ONE WITH HIS WIFE, ARE SERENADED BY NATIVE STREET SINGERS IN THEIR TENT

Trick riders of meharists stand on camels in the review at the Palmyra oasis north-east of Damascus. Each man owns his camel. Notice saluki (gazelle hound) at left.

Behind French officer, native with standard and Persian gazelle hound underfoot, the meharist column moves off. These troops must also defend French part of the oil pipeline from the Mosul oil field in Iraq.





MEHARISTS OF  
WEYGAND'S ARMY







In 1918 Weygand was present at the Armistice, standing (second from left) with Foch (center) and Fayolle (right) before the railroad car in which the Armistice had just been signed.



In 1919 during the occupation of the Rhineland, Weygand, with General Fayolle (left) and Foch (center), stood victoriously before the war monument. All three carried canes and smoked pipes.

# FRANCE'S WEYGAND

FOCH'S CHIEF OF STAFF IN THE  
WORLD WAR IS NOW THE ALLIES'  
KEY GENERAL IN THE NEAR EAST

by MAJOR GEORGE FIELDING ELIOT

**D**edicated to General Weygand in token of admiration of the example of loyalty and devotion to a great chief which he set to the staff officers of all armies for all time.

With these words Major General Sir George Aston opens his biography of Marshal Foch. They were written in 1929 of one whose career seemed just about over. In that year Maxime Weygand was 62; Europe was at peace; the *cordon sanitaire* on the east and Anglo-French co-operation on the west restrained a disarmed Germany of which the aged Hindenburg had just been elected President and of which the moderate and farsighted Stresemann was foreign minister. Adolf Hitler was then no more than a noisy nuisance. Sir George, himself older than Weygand, was writing from a full heart his admiration for an old soldier who like himself would never smell burnt powder again, whose best years lay behind him and who had little now to look forward to save perhaps the writing of his memoirs.

Today, eleven years later, Maxime Weygand at 73 commands a great French Army and is designated for the command of a far greater inter-Allied Army if the war moves into the Mediterranean. Last week's assault on the Low Countries may well prove to be the starting gun for just such a move.

To the extent that the disaster suffered by the Allies in Norway was due to unreadiness, inadequate equipment and poor leadership, it may be said that in a war in the eastern basin of the Mediterranean the balance is weighted in their favor. Whereas in Scandinavia the Allies were apparently taken largely by surprise, a blow in the Near East has been anticipated for two full years. The best that could be sent to Norway was a hastily assembled force of fewer than 15,000 men. In the Near East, Weygand has an army of many times that size ready, well-equipped and trained to its terrain. Finally, the Allies are fortunate in that no one will be able to criticize their choice of leadership in the Near East.

While the Italian press talks of war and while troops mass on the eastern frontiers, Weygand is receiving reinforcements; Allied warships assemble at Alexandria; Allied bombers, bomb racks loaded, stand ready at a dozen airdromes. An ominous British official voice has spoken in Alexandria: "The test has already begun. We are ready. We are absolutely certain of the result." In great part that certainty is due to General Weygand and the army that he commands. Of his present task he says: "I am a fireman. If a fire breaks out anywhere





In 1940 General Weygand (center) is French Commander in Chief of the Near East. He is seated here in the lounge of

his home in Beirut, Syria with his Chief of Staff, Paul Bouget (left), artillery expert, and his first aide-de-camp, Captain

Marcel Gasser, who stands 6 ft. 6 in. tall, is known as "Weygand's watchdog." He was in Syria with Weygand in 1923.

within my reach, I shall try to put it out."

This man and his troops may soon stand at the very head and forefront of this war. They may be the driving force to give to the Allied war effort the dynamic character that so far, to its bitter cost, it has lacked. Indeed, if, as is possible, Italy cuts the Mediterranean in half, there may descend on Maxime Weygand's shoulders the mantle of independent command. He may be "on his own" as no commander has been in this war or the last, with the sole responsibility of winning the war. So far Weygand has always welcomed responsibility and dealt faithfully with its burden.

The career of "loyalty and devotion to a great chief," which so captured the admiration of Sir George Aston, began on a late August day of 1914. In a room of the building that served as General Headquarters in the French town of Vitry-le-François, two lieutenant colonels stood facing a bright-eyed, fiercely mustachioed little general of division. The one on the right was even smaller than the general, slightly bowlegged, black-haired, with soft brown eyes and a clipped mustache. He wore the light blue and scarlet of the hussars. The other, somewhat taller, was in the darker tunic of the infantry.

"Which of you is the senior?" snapped General Ferdinand Foch.

"I am, my general," said Weygand, the small bowlegged cavalryman, "by a few files."

"Then you will be my chief of staff. Your comrade will be the assistant. I am ordered to command the new Ninth Army. We have the task of filling in the gap between the Fourth and Fifth Armies and there is not one moment to waste. *Allons-y!*"

Thus began a relationship between two men—Foch and Weygand—which has become immortal in military history. It was not a case, as with Lee and Jackson, in which one commanded and the other executed; nor one, as with Hindenburg and Ludendorff, in which the junior tended to eclipse the senior. It was rather a fusion of two minds, each supplying precisely what the other lacked, working together as a single military personality for the achievement of a common end. It was not the sort of career Weygand would have chosen. He was not trained for the staff. He was not even a graduate of the *Ecole Supérieure de Guerre*. "That he fitted his role so perfectly," remarks Liddell Hart, "not only in work but in self-effacement was a jest of fate at the expense of a man who, imbued with the cavalry spirit, longed to command troops."

It is no disparagement of Marshal Foch to doubt whether he could have done as much with a lesser chief of staff or even with one less adroit at translating the sometimes cryptic and obscure directives in which Foch loved to cloak his desires. Toward the end of their association it was said that Foch could mutter a few unintelligible syllables, wave his hands a few times and Weygand would produce a fully detailed order for the movement into battle of half a million men. Whether at the head of the Ninth Army, the Group of Armies of the Northwest or in the chief command of all Allied armies, the team of Foch and Weygand functioned perfectly.

From Foch, the cavalryman Weygand absorbed his strategical principles with Foch's implicit belief in the offensive fitting in well with Weygand's cavalry spirit. Weygand stood between Foch and the disturbing contacts and irritation of detail, leaving his chief's mind free and protecting him from annoyance. Weygand's unfailing tact smoothed over situations in which Foch's crusty intolerance might have made serious trouble. On Oct. 1, 1918, Weygand came to General Pershing with one of Foch's many attempts to get more American troops under French command—an obsession with the Mar-





Weygand rides an Arabian horse in Syria, held here by a Moroccan soldier from the Aleppo garrison. Always a great lover of thoroughbred horses, he rode every day of his life until lately, mounting a horse without using the stirrups. His chief exercise now is a 5-mi. morning walk.



He rented this stucco home in Beirut near Mediterranean, a mile from his headquarters, from lumber merchant. Its 25 rooms include offices for Weygand and his assistants. Because General Weygand suffers from colds, he chose one of the few homes in Beirut that has central heating.



His bodyguard of 19 Moslem Circassians stand guard four to a shift every two hours. They wear Cossack-like black uniforms. His household servants (right), whom Weygand brought from Paris, are Indo-Chinese. When Weygand leaves house, neighbors watch from windows.

HE INSPECTS BRITISH ARMY STATIONED IN EGYPT WITH LIEUT. GENERAL WAVELL



## FRANCE'S WEYGAND (continued)

shah, who could not bring himself to believe that the untried American Army could produce a staff capable of directing a great battle. Pershing blew up but the two cavalymen apparently had a meeting of minds thereafter. General Harbord says that Pershing "explained the situation to the very able Weygand, who agreed with him. The proposition died in birth."

After the War, Weygand continued to serve Foch as chief of staff until in 1920 the Russian advance into Poland necessitated his being sent there to advise the Polish High Command. This he did with his usual self-effacement. He is one of the few men who not only stood up to the gruff old Pilsudski but got the better of him. On his return to Paris Weygand would say no more than that the war had been won by the "heroic Polish Army." There were, however, military critics who felt that a man who could not only conquer the Russians but could overcome the difficulties of Polish pride and Pilsudski's self-confidence as well was a general notable indeed. The Battle of the Vistula was apparently the final and well-earned crown for Weygand's career.

The war to end wars was over but France had further need of Maxime Weygand. He served her well as military adviser at the Lausanne Conference and as a sort of "high co-ordinator" in the Ruhr. He checked without much bloodshed the rising storm of rebellion in Syria and he directed the War College. When Foch died it was inevitably Weygand who stepped into the vacant place as vice president of the Superior War Council and inspector general of the Army. In 1935, having reached the statutory retirement age of 68, Maxime Weygand was relieved of his active duties but was continued by special statute on the active list of the Army. In 1936, when Hitler marched into the Rhineland, Weygand said: "I am not pessimistic—if only France will learn the lessons of her experience." The lessons were long in learning and the delay led to Munich and to war.

## He must get along with Syrians, British, Turks

In August 1939, with the rumble of distant drums again athrob in Europe, General Weygand returned to the Syria where once he had governed to command, at last in the evening of his life, a great French Army. He might have had such a command in the World War, though out of loyalty to Foch he would not seek it. Now by great good chance Maxime Weygand has still the fine physical and mental powers required for such a command under the most arduous circumstances.

Weygand needs all his good qualities in his strange new command. First of all he must get on with the Syrian people among whom his army lives. The Syrians—Christians largely excepted—are not in love with French rule though they admire Weygand personally and say that Syria was never better governed than by him. Weygand must see to it that his army so conducts itself as to keep Syria at least content enough to be a secure base of operations.

Next he must get on with his allies, the British, and his near-allies, the Turks. The British have set up a new command, just as the French have, for this area. Weygand is French "Commander in Chief of the Theater of Operations of the Near East." His British opposite, who will probably be his subordinate if it comes to fighting, is Lieutenant General Sir Archibald Percival Wavell, with the title of "General Officer Commanding in Chief, Middle East Command." Like Weygand, Wavell is a silent, rather secretive, modest but able and energetic officer. Like Weygand he also writes on occasion. He produced the only really good account of the Palestine campaign that has been printed and the outbreak of war interrupted his life of Allenby, who was his chief and remains his hero, just as Foch with Weygand.

As for the Turks, Weygand's task is more delicate. Solidly as Turkish policy appears oriented with that of the Allies now, there is an undercurrent of uncertainty, a glance over the shoulder at Germany and at the Soviet Union. If things go ill for the Allies elsewhere, it will be as well for them that Weygand and no lesser man is their high representative in the Middle East. The Turkish chief of staff, the veteran Marshal Fevzi Cakmak, is a soldier of the old school, able in his way but inclined to intolerance of new methods or strange ideas. He is highly suspicious, anxious that Turkey shall act always in accordance with Turkish interests alone and not be made a cat's-paw for the Allies.

Weygand must also get on with his own government. Daladier sent him out, Reynaud will certainly sustain him. But neither Daladier nor Reynaud has any grip on political immortality. Weygand was recalled from Syria in 1924 because his clerical and royalist background made him suspect to a radical government at home. Today his towering military prestige and the anxieties that beset the Allied High Command may well sustain him through any number of political storms in Paris but his situation calls for caution.

Finally, Weygand has his own army to consider and a strange army it is. Officially, the French Army consists of two parts. One part is the Metropolitan Army in France, Algeria and Tunisia, raised chiefly by conscription in France and Algeria, by voluntary enlistment (save for French citizens) in Tunisia. The other part is the Colonial Army, raised largely by voluntary





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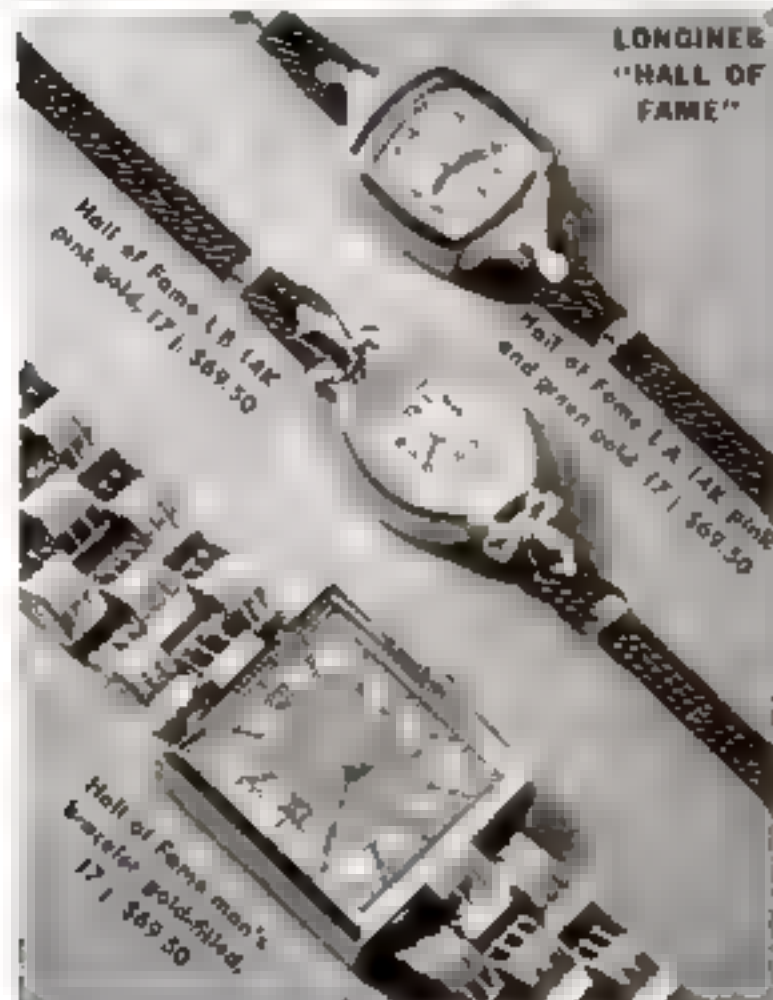
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He was born above Waterloo Tavern, Brussels (1867). A spot marked "Souvenir 1830" is bullet hole from Revolution



At the age of 7 he posed stiffly in a girlish dress with his dog. His ambition at that time was to enter the French Navy

## FRANCE'S WEYGAND (continued)

enlistment in the French colonial possessions: Morocco is garrisoned by both Metropolitan and Colonial troops. The native Moroccan regiments are considered as belonging to the Metropolitan Army and so is the Foreign Legion. In peace, as in war, there are many Colonial native troops stationed in France, and the Colonial Army includes a good many regiments of French infantry and artillery, some stationed in the colonies and some in France as a sort of Colonial reserve. The native troops of the Colonial Army are almost all infantry. The chief recruiting areas are West Africa, French Equatorial Africa, Madagascar and Indo-China. Troops from all these areas are now with Weygand in Syria, along with Tunisian, Algerian and Moroccan cavalry and infantry of the Metropolitan Army, units of the Foreign Legion, French units of all descriptions. The strength of his forces have been variously estimated. The best guess at present seems to be somewhere between 150,000 and 200,000.

Weygand's army is supplemented by the Army of Occupation of the Levant, commanded by General Caillaud—a separate organization whose smaller, more specific mission is the security of Syria. Caillaud's force is probably 25,000 strong, including a good many natives who are not required to serve outside of Syria. Relations between Weygand's expeditionary force and the local army are none too good. Here again Weygand's tact suffers a strain, as though the difficulties of commanding such a huge polyglot army, of welding it into a united whole, of forging from the result a mighty instrument of war responsive to the will of the commander, were not enough. Weygand's great genius is organization and this alone would have marked him for the Eastern command, for it requires an organizer before all else. But it requires also a leader to whom white, black, yellow and brown, Christian, Moslem, Buddhist or pagan, will look up to almost as to a god—one who can command and be obeyed by Frenchmen and Englishmen, Kabyles and Berbers, Syrians and Egyptians, Iraqis and Turks.

## Mystery surrounds his birth

This demand, also, Weygand fulfills. The touch of mystery about the man himself helps and the whispers that he is of royal, perhaps even of Napoleonic descent are magnified into splendid and alluring mysteries in the mystery-loving East. Then again he knows the enemies he may have to face. The Germans? He fought them for four years. The Russians? He has beaten them in the open field—and incidentally hates Bolshevism and all it stands for with a holy hatred. All this goes to the building up of a symbol in human form, such a leader of armies as the East loves and such a tower of strength as the Allied cause needs.

Maxime Weygand was born in Brussels, Belgium, on Jan. 21, 1867. Of his parentage and early life it is known only that he was reared on the Belgian estate of the childless Empress Charlotte, which gave rise to the whisper that he was the natural son of her husband, the Emperor Maximilian of Mexico. From his earliest boyhood he dreamed of nothing but the profession of arms in the service of France.

Weygand's first thoughts were of the Navy, but analyzing his own character he concluded that the strict and formalized discipline of the French Navy of that day was less suitable to him than the cavalry. Accordingly, in 1886, after preparatory education at the



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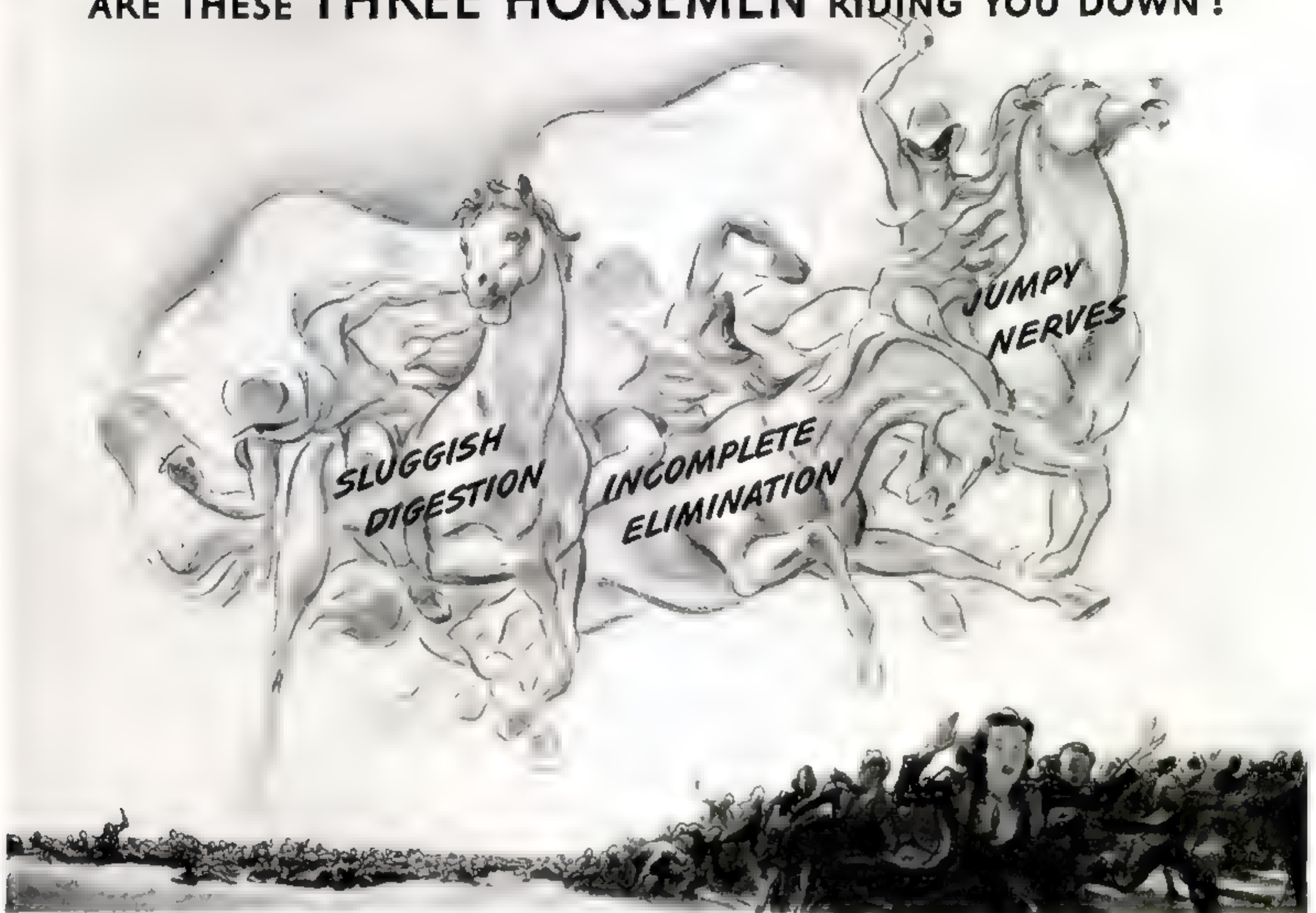
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## FRANCE'S WEYGAND (continued)

famous Lycée Louis-le-Grand, he entered the military academy at Saint Cyr. This has been called the West Point of France but the analogy is hardly accurate, since Saint Cyr trains only officers of the infantry and cavalry while those of the artillery and engineers come from the Ecole Polytechnique. The course at Saint Cyr lasts two years as contrasted with West Point's four, but the Saint Cyr student enters at a more advanced stage of education than the West Point cadet. Weygand's high academic standing and fine mathematical mind promised him great things in the scientific world, and he could easily have passed the severe entrance examinations for the Polytechnique, which leads not only to the technical branches of the Army but also to far better-paid posts in the civil service. His mind, however, was made up; he would be a cavalryman. He graduated from Saint Cyr with high honors in 1888 and was posted as "sous-lieutenant" to the 4th Dragoons at Chambéry.

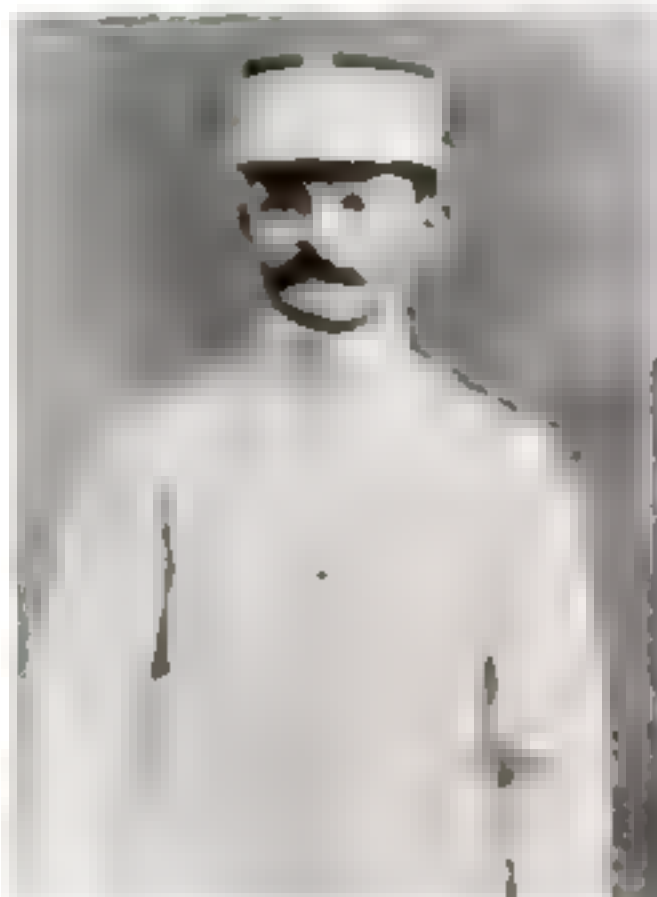
Because of his foreign birth Weygand had entered Saint Cyr as a foreigner—*à titre d'étranger* as it is officially called. According to the regulations of the French Army, foreign officers may enter and may be promoted to but not above the grade of captain. They are always subordinate to French officers of equal rank regardless of seniority. But on graduation sublieutenant Weygand elected to become a French citizen, which automatically made him an officer *à titre français* on the same footing as his comrades.

### He looks forward to "Day of Revenge"

The life of a cavalry subaltern in the French Army of that day was not particularly exacting. He rotated with the other three lieutenants of his squadron in the duties of "lieutenant of the week," during which he was responsible for the interior administration, discipline and inspection of the unit. Each lieutenant was in theory responsible to his captain for a platoon of some 30 men, but it was the practice to leave details to the non-commissioned officers. Much time was available for fun or independent study. Lieutenant Weygand apparently found a place in his life for both. His recreation turned largely to fencing and to horses, as became a cavalryman. His studies took him to the Cavalry School at Saumur, where he distinguished himself and emerged a captain. After serving as second-in-command of a squadron, as squadron commander and as aide-de-camp to General de Broissia, he returned to Saumur as an instructor in 1902. He was now marked as a coming youngster. Weygand's teaching methods were noteworthy. He had no use for the cut-and-dried ideas that at that time were the curse of the French Army and he wanted his students to think for themselves; to train them to think, rather than to force their thoughts into the narrow grooves of "approved solutions," was his goal.

In 1907 Weygand became a major in the 7th Hussars. In 1909 he went again to Saumur, this time as chief instructor in tactics. He was now eligible for the Ecole de Guerre, but his ambitions did not lead him toward the refined atmosphere of the General Staff. He wanted to command troops when the day came, the great day to which all French officers then looked forward—*le jour de la revanche*. In 1913 he was selected, despite his lack of the Ecole de Guerre's brevet, for a course at the Centre des Hautes Etudes Militaires. There his work was of such outstanding brilliance that he attracted

CONTINUED ON PAGE 122



In 1888 Weygand graduated from St. Cyr as a sublieutenant into the cavalry. By 1914 he was a cavalry commander (above).



In Foch's Academy uniform lent by his widow he was elected to French Academy in 1932 to take seat of Joffre who died

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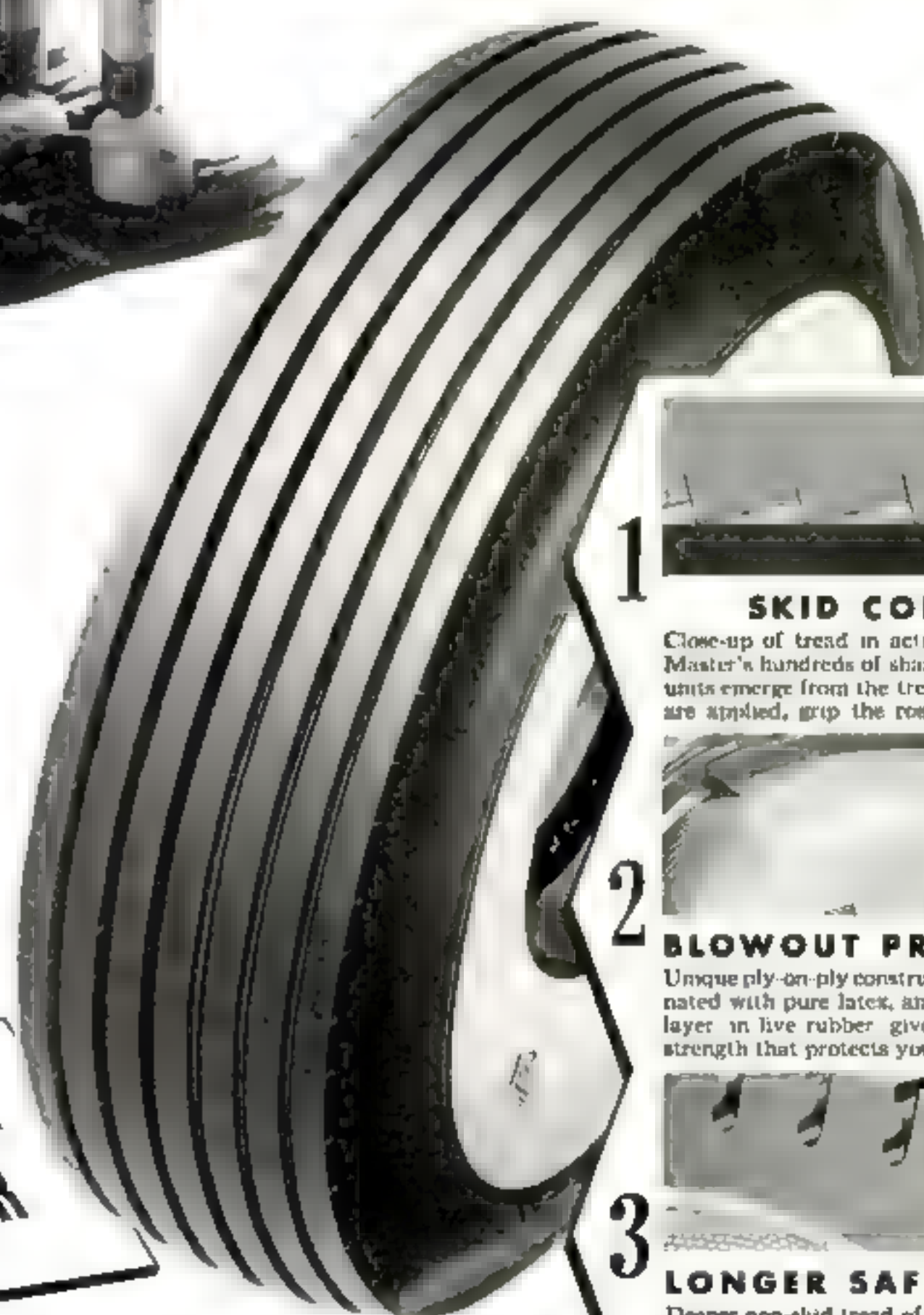


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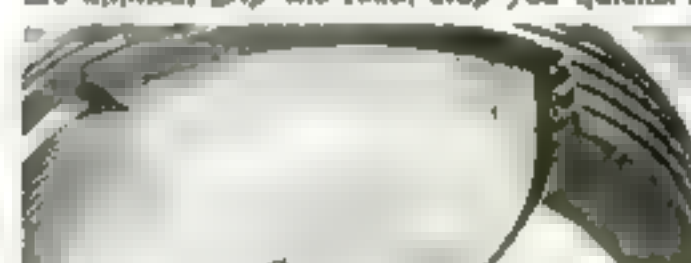
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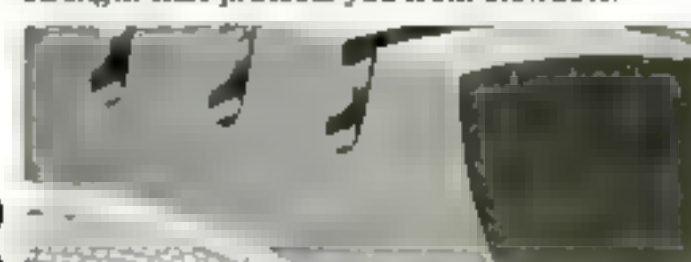
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the attention of General Joffre, then Chief of the General Staff. Joffre took Weygand with him on a mission to Russia, kept him thereafter in mind as one who would go far when opportunity arose. The trick fate had in store for Weygand, whereby he was chosen as one of Foch's two staff officers, followed soon afterwards. Already, as Clemenceau said of him much later, "Weygand was somebody. He had something in him—a dark fire—he had the enormous quality of knowing how to do his work without talking or being talked about."

Weygand married Renée de Forsanz in 1900. The younger of their two sons, Jacques, is an officer in the regular army, currently stationed in Morocco. The elder, Edouard, is a civil engineer. In Paris the Weygands used to live in an apartment on the Avenue de Saxe, which had once been occupied by Foch and in which Weygand insisted on having his bed placed on exactly the same spot as the one formerly occupied by his chief. They moved some years ago to larger but still unpretentious quarters at 22 Avenue de Friedland where they spent the last few years in quiet but unmilitary retirement. Weygand is something of a gourmet but his favorite dish is the utterly un-Gallic one of corn on the cob. On Sunday nights when the servants went out he and Mme Weygand used to enjoy a private corn-on-the-cob banquet.

Although he could have brought Mme Weygand with him to Beirut, Weygand preferred to set an example to his subordinates who had been ordered to leave their wives behind. Living in a house rented from a rich timber merchant about a mile west of his headquarters, Weygand still contrives a certain degree of comfort. He has given up champagne for the duration of the war but still drinks wine with all meals except early breakfast, which consists of a cup of tea brought to him in his room at 7 a. m. The general sleeps in a brown double bed with a pink satin spread. On the headboard just above the pillow hangs a tiny crucifix. Once accused by Clemenceau of being "knee deep in priests," Weygand goes to mass almost every day and his devout Catholicism is manifested further in a two-foot statue of Christ which stands at the head of the stairway. White-robed Indo-Chinese servants whom Weygand brought with him from Paris minister to his wants and those of his taciturn aide-de-camp, Marcel Gasser, and his chief of staff, Paul Bouget, an artillery expert, who have rooms in the same house. The house is guarded day and night by 29 Circassian soldiers in black and gold uniforms.

Not much more than five feet tall and weighing about 120 lb., Weygand has always been possessed of phenomenal energy and agility. During his first term in Syria he was celebrated for his ability to vault into the saddle of his horse without touching the stirrups. He still rides when necessary but nowadays his main exercise comes from walking. Every morning he has himself driven into the country in his dark maroon Lincoln Zephyr sport convertible and gets out and goes for a five-mile stroll, accompanied by Gasser. At 9:30 a. m. the general arrives at his headquarters. A guard sounds a salute on a trumpet and the tiny general struts briskly up

CONTINUED ON PAGE 104



**Hero of Poland** in 1920 was Weygaord, here studying maps in Warsaw. Asked by the Poles to lead their retreating army against Bolsheviks, Weygaord modestly relates "Aug. 16: Start of the offensive. Aug. 11-24: Surrender of routed Bolshevik troops."

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An earlier Mediterranean crisis, following Italy's seizure of Ethiopia, found Weygand in retirement but active in pointing out at a lecture how Italian-held Sicily cuts the Mediterranean in two (above). He is a director of the Suez Canal at \$17,000 a year.

## FRANCE'S WEYGAND (continued)

the cement stairs, through frosted glass doors opened wide enough to admit a tank, into a lobby which has been previously cleared so he can cross it and start upstairs alone. The general's office is on the third floor and there is no elevator. At about noon, Weygand, Gasser and Bouget usually go home to lunch together, often spending hours afterward going through the papers and discussing the news. Weygand passes most of his leisure hours in a library where the up-to-date collection of magazines includes *L'Illustration* and *Match*. In semi-complete isolation from social life since his arrival last September, he occasionally ventures out to attend benefit theatricals, like a recent Red Cross performance of *French Without Tears*, and usually goes to the races, held in front of the High Commissioner's house which used to be the jockey club, on Sunday afternoons. The reverence in which Weygand is held by the population of Beirut is indicated by the fact that when he ventures from his seat to place a little money on a dark horse, Arabs whom he passes en route to the bookmaker are likely to salute him by falling on their knees.

If Weygand's current capacity is that of fireman, he is also in a sense a valuable insurance policy. His army and Wavell's combined cover the Suez Canal, once the lifeline of the British Empire and still vitally important. It might become Weygand's lifeline, too, if "anything happened" in the Mediterranean. He would then be dependent on shipping round the Cape of Good Hope or on the resources of India, Australia and Indo-China for supplies and reinforcements.

## Future of Near East depends on him

"Anything happening" in the Mediterranean is of course a polite way of saying that nobody knows what Il Duce is going to do from moment to moment. The Allied fleets stand guard but the exigencies of naval war are many. With the completion of new ships, Italy's naval power is growing rapidly, its aircraft and submarines command the narrow strait between Sicily and Tunisia; its fortified outpost at Lero watches the Aegean and the Dardanelles; in Africa it lines up with Egypt and the Sudan to the west and the south. If the Allies were dependent solely on sea-power, their grip on all the Middle East might hang by a hair—the precarious chances of sudden attack, perhaps without warning, by submarines and aircraft followed by surface vessels. Weygand's army stands guard over Egypt and over the Canal. It assures Il Duce that he can hardly hope to overrun this area; that seapower or no seapower, Ethiopia and Eritrea are cut off from home the moment war is declared. No Italian force could hope to cross the Libyan Desert in sufficient strength to meet Weygand's army on the borders of Egypt.

Weygand's army sits also on the trembling lid of the Moslem caldron. It is placed at the very center of the Islamic world. It is allied with Turkey, Egypt, Iraq, Trans-Jordan. It watches cautious old Ibn Saud to the south, vigorous Reza Shah Pahlavi of Iran to the east. It is even in some sense a guarantee against a Russian blow at Afghanistan. In a larger sense, it is a barrier to the final extension of the *Drang nach Osten*, the historic German ambition to possess the Black Sea, the Persian Gulf and the territories in between. The Moslem subjects of Great Britain and France, the Moslem inhabitants of nations under British and French "influence," may not precisely love the arbiters of their destinies but they know well enough what sort of masters they would get if the Germans or the Russians took their place. To all these Moslems, from Morocco



right across to India, Weygand and his army supply a steady influence, an indication that they are not abandoned.

All these considerations are basically defensive. Circumstances are conceivable in which the Weygand army might have offensive possibilities—against the Russian oil region in the Caucasus, or in the Balkans. Caucasian oil forms the final reservoir of supply for this vital necessity that the Germans can hope to tap. If the source is threatened, the German war calculations are insecure. The terrain is difficult as General Wavell knows, for he was with the Grand Duke Nicholas when the Russians stormed Erzerum in dead of winter. But Barum, at least, is pretty well exposed to attack by land and sea. In the Balkans the Allied guarantees to Rumania and Greece remain to be fulfilled if need arises. Yugoslavia, pro-Ally in sentiment, has been promised aid if attacked. Here also Weygand and his army must be prepared to find themselves.

Weygand's strength will depend on how much he has been reinforced when the time comes. There are rumors that his eventual force will reach five army corps—a quarter of a million men, excluding the Army of Occupation. To this, Wavell's army can now add about 100,000, of which some might have to be left for the defense of Egypt and the control of Palestine. The British force is almost as polyglot as the French. It includes British troops, Australian and New Zealand forces (thus making their second appearance on this Middle Eastern scene), probably some from South Africa and considerable numbers of native Indian Army units. There must also be noted the British-trained Egyptian and Iraqi armies, which probably would not be moved out of their respective areas.

**He forges a mechanized army**

The armament and equipment of all these forces is first-rate. There is plenty of mechanization, plenty of modern weapons and ammunition, strong and well-based air forces. As to the latter, General Gamelin is said to have shown some hesitation when confronted with Weygand's requirements. Weygand insisted that he could not accept a command of this sort unless given the tools he needed, and he had his way. This is in striking contrast to Sir Ian Hamilton's request for aircraft at Gallipoli in 1915 and Horatio Kitchener's grim denial: "No! Not one!" Indeed, though Weygand is nominally Gamelin's subordinate, as the commander of an expeditionary army under the direction of the chief of staff, it is quite likely that Weygand will actually function more or less as an independent commander.

Locally, he commands the center of a web of transportation facilities which are well adapted to the needs of one who may have to rush to "put out fires" at any of several distant points. The Turkish railway system gives him access to the Balkans, direct via Istanbul, and by rail and sea through Smyrna (Izmir) and Salonika. It also might take him to the port of Samsun on the Black Sea, whence ships might bear him to the ports of Rumania, of Bulgaria or to Batum. There is a direct rail connection to Erzerum and the Caucasian frontier near Kars, whence two railways lead on to Baku, the southernmost of which has a branch to Tabriz in Iran. To the south, direct rail connection is available with Egypt, and clear to Matruh, the western base facing Libya. Thus the forces in Syria and those of the British in Palestine are well located to strike in any direction, covered by stronger air forces than can be assembled against them in that part of the world.

The importance of this last factor is sufficiently emphasized by the results of the Norwegian campaign. Command of the sea is, however, necessary in order that the Weygand army may have full freedom of action; and the Allies' determination to maintain this

CONTINUED ON NEXT PAGE

Quiet Mme Weygand (right) is in Paris. The general has not brought her to Syria in obedience to his own order that officers in Syria leave their wives at home. Here General Weygand is leaving a railway station in Paris in 1939 for royal wedding in Iran.



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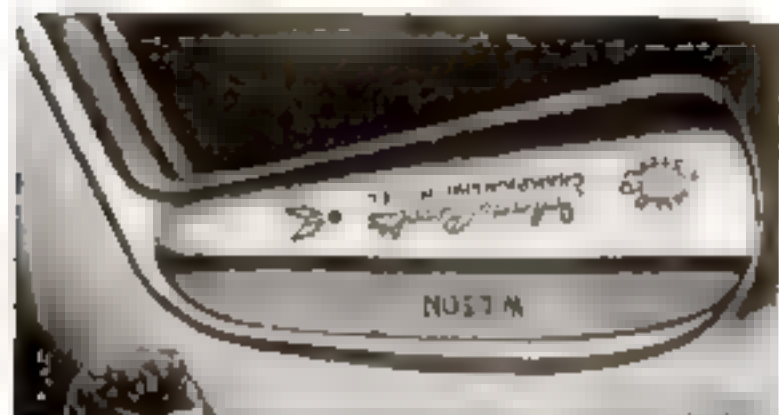


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## FRANCE'S WEYGAND (continued)

command is underlined by Mr. Chamberlain's announcement that the Allied fleets are being concentrated in the Eastern Mediterranean. Thus even if Italy does join Germany and cuts the Mediterranean in two, the resources of all the countries bordering on the Indian Ocean may be used to serve Weygand in maintaining his grip on the Middle Eastern region, and even in striking out from this base against such enemies as may venture within his reach.

Weygand has assuredly thought all these things out in his precise and accurate mind. He has not forgotten the strategy of Foch, the *attaque, attaque, attaque* which was his master's constant theme. Nor has he forgotten, certainly, the strategical caution which was the great strength of that other French captain of three centuries ago whom he so greatly admires, Louis XIV's greatest general, Henri de la Tour d'Auvergne Turenne. One might indeed say that a blend of Foch and Turenne would be likely to produce the greatest soldier of history; perhaps it is this blend that Weygand has achieved.

There are some curious analogies between Turenne's career and Weygand's. Both were devoted to the profession of arms from boyhood. Both served long apprenticeships under great chiefs before coming to command. Both were soldiers pure and simple, and had occasional political difficulties. Both were occasionally in disfavor due to religious differences with the Government (Turenne as a Protestant, Weygand as a Catholic). Each in his day was the first captain of Europe. Both were suddenly called upon in their old age to command armies under difficult circumstances. Both had the simple virtues—constancy, honesty, simplicity. Both were loved by their subordinates.

### "I am in the service of France"

Maxime Weygand will need all these gifts before this war is over. He is a fireman in whose territory many fires may break out—to the north, the south, the east, the west. The mere prevention of a conflagration would be a great achievement for him, even if his army never fires a shot. But it is doubtful whether the war will end without his seeing active service. Meanwhile, Maxime Weygand is standing on guard at the crossroads of the world, on the historic site of Armageddon, astride the highway which from time immemorial has been the nerve center of world communications. Here have fought the armies of Egypt, of Babylon, of Assyria. Here trod the conquering foot of Alexander, here passed the legions of Rome. Here the Crusaders came in their iron armor to contest with the hosts of Saladin. Here was decided the fate of the Eastern Empire and of the Ottoman Empire which was its conqueror. Here perished Napoleon's dream of Oriental conquest. Here today the ancient hills re-echo once more the shrill scream of trumpets, the thud of marching infantry, while from above comes the new sound of throbbing motors—here today, as in times gone by, an army stands on guard, an army commanded by one full worthy to follow in the footsteps of the great soldiers who have passed this way before him. One may doubt that Maxime Weygand thinks of himself in any such fashion. If we could ask him, he would only tell us, in his favorite phrase: "*Je suis en service de la France.*"

France is fortunate in such a servant.



Amid pomp Weygand saluted at funeral of President Doumer, assassinated in 1932. General Gamelin stood two places to left of Weygand. Weygand wore general's full-dress uniform, star-shaped Grand Cross of Legion of Honor, France's highest award.

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## A nose for news— and a stomach for whiskey

**T**HE CITY ROOM knows him no more.

He has passed on to some private and personal Nirvana of his own, where every typewriter has all its keys and a bottle waits at every four-alarm fire.

And the only epitaph he would have wished is this... "He was a good reporter."

His greatest, and most unconscious, characteristic was an insatiable curiosity. He seethed with questions. Nothing was as it seemed, and he picked frantically at surface facts until the shell broke and the muck, or the treasure, underneath was exposed to his greedy mind.

► With or without the vine leaves in his hair, his sense of news verged on the occult. He knew bishops and gunmen, politicians and pickpockets, and treated both the great and the sham with the same casual impertinence. His mind was a brimming pool of assorted facts, which he turned on and off like a tap.

Under a glass-hard exterior, he had a heart as soft as mush. He rooted fiercely for the underdog, perhaps because he was so much the underdog himself.

He got paid very little—and when other people talked of the "profession of journalism" his was the loudest laugh.

► Sometimes he grew out of it. Sometimes he became a famous columnist, a noted author, or even an Editor. But mostly he grew old at 45. And when he saw a new youngster in the City Room he figured the best thing he could do was to take him across the street and say to him: "Kid, what the hell are you doing around here? Get out of it. It's a lousy business..."

But the youngster never took his advice. Year after year thousands of new youngsters decided there was only one thing in the world they wanted to be—a newspaperman. And the American press grew up.

The old-time reporter has passed from the scene.

But he left behind him a legacy of incalculable value to the nation. For he established the tradition of good reporting as the foundation of a free press.

*What happened? Who did it? Where? When? Why?*

► As long as these questions can be asked by good reporters free to write the truest and frankest answers they can find, freedom will have survived.

True, since the days of the old-time reporter, both men and minds have changed. The reporter of today is a better man than his predecessor. He *has* to be. He is better-educated, better-paid. Neither he nor his editor can get away with the cheap sensationalism of yesterday's Yellow Journalism—and neither of them insists on any special license to get drunk. The reporter's passport today is respected everywhere, and he is expected to live up to the code of his profession.

► Too, America's appetite for news has grown sharper. It takes some 25,000 local reporters and 1,888 daily newspapers to gratify it. Altogether, 300,000 men and women are engaged in telling you what is happening in the world, with all the trimmings you're accustomed to—comic strips, women's pages, photographs, society notes, advice to the lovelorn, columnists, cartoons, editorials, crossword puzzles.

But whatever the extra values newspapers and magazines may offer today, one thing remains the same... *the heart of a free press is still the good reporter.* It is still the man with the nose for news, as peculiar and authentic a possession as the eye of a painter or the ear of a musician.

► Perhaps good reporting is the reason, above all other reasons, why the Newsmagazine has come to occupy such a high place in the brain and heart of the nation.

For the Newsmagazine has, as grist for its weekly mill, all that has been found out by all the world's good reporters. Sometimes these good reporters are TIME's own correspondents or legmen. Sometimes they work for one of the great Press Associations. Sometimes they are obscure people whose nuggets have been buried on page 10 of some little-read publication. Sometimes they are men and women in TIME's home-office, who—at one end of a wire—probe a reporter three hundred or three thousand miles away until a few confused facts become a well-ordered, living story.

The world is the good reporter's hunting ground. No man can tell where a nose for news may pick up the scent. Stories may break in the White House, the Holland tunnel, the Balkans, the South Pole, Number 10 Downing Street, or 1913 Central Avenue, South Bend.

► No man can anticipate TIME's stories. The Newsmagazine is as unpredictable as the warring, struggling, creating, cock-eyed human race, whose historian it is. Only this is certain...

In today's world the true adventures of your fellow humans, gathered and told by good reporters, make more absorbing reading than anything in the world of make-believe.

This is one of a series of advertisements in which the Editors of TIME hope to give all the readers of LIFE a clearer picture of the world of news-gathering, news-writing, and news-reading—and the part TIME plays in helping you to grasp, measure, and use the history of your lifetime as you live the story of your life.



# TIME

— THE WEEKLY NEWSMAGAZINE —





CLEANSED AND RECOVERED FROM HAZING ORDEAL, SORELLE CLUB PLEDGES MEET AT MONROVIA'S CHAPEL INN FOR FORMAL INDUCTION. CANDLE-CARRYING IS PART OF RITUAL.

## *Life goes to a Secret Initiation*

**Fourteen girls become members of Pasadena sorority at a barn brawl**

**I**n a cold deserted barn—on dark night last month, 14 quaking but valiant girls submitted to the secret and messy rites of initiation to the Sorelle Club, snooty sorority at Pasadena Junior College. Their hair was smeared with molasses and raw eggs. They stalked foul cigars and growled in the dark. They swallowed horribly realistic counterfeits of snakes and worms. They suffered gladly, were the envy of hundreds of less fortunate girls—ants who regard club members as campus megastars. LIFE's photographer was allowed to attend only after much coaxing. Had his ears stuffed with cotton so he wouldn't be able to hear the mystic words of the initiation. Second night after the barn brawl, the 14 girls, well scrubbed and all dressed up, were formally sworn in.



**Kneeling in mock** on barn floor is supposed to teach humility. Pledges wear cotton nightgowns, they are blindfolded.

Sorelle members are chosen for poise, personality and social standing. Scholastically, they must not average below C.





**SMEARED AND DIRTY, PLEDGES LINE UP IN BARN 18 MI. OUTSIDE PASADENA. THEY MUST RECITE GREEK ALPHABET, NAMES, ADDRESSES, TELEPHONE NUMBERS OF CLUB MEMBERS**



**A rank cigar that she must smoke leaves this girl feeling thoroughly sick. Still in store for her is a dose of potato cups fixed up to feel like snails.**



**Members watch gleefully while pledges massage each other's heads with molasses, then break six eggs on**

**top. One of the girls reported later that after six washings her hair was still a sticky tangle and smelled vile.**





"I hadn't even noticed it was burning—  
I'm using Mennen Menthol-Iced Lather!"

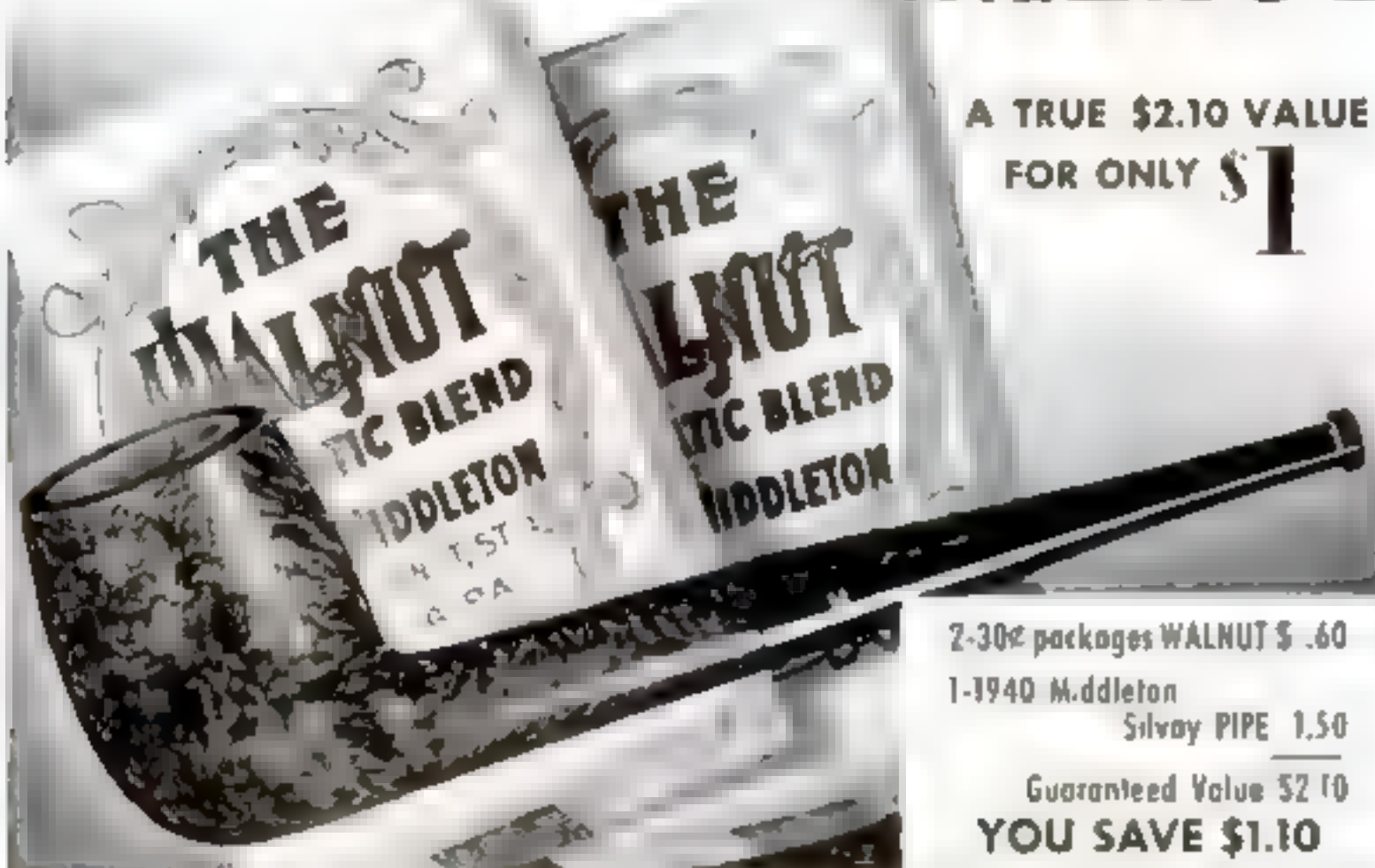


Crave cool comfort?...then just try icy Mennen Menthol-iced Lather. Man, how it cools your chin! And how it wilts those whiskers! Your beard just breezes off. No yank. No pull. Say "Ha-Ha" to heat and discomfort, by saying to your druggist—"Mennen Menthol-iced for mine!"

Mennen also makes a swell plain Lather  
...and a grand Brushless, too.

TRY THE 3-STEP MENNEN SHAVE—SHAVE CREAM—SKIN BRACER—TALCUM FOR MEN

## John Middleton's 84th Anniversary Invitation to Pipe-Smokers from Coast to Coast to try WALNUT



A TRUE \$2.10 VALUE  
FOR ONLY \$1

2-30¢ packages WALNUT \$ .60  
1-1940 Middleton  
Silvay PIPE 1.50  
Guaranteed Value \$2.10  
YOU SAVE \$1.10

John Middleton, blenders of fine tobaccos since 1856, extends this invitation so that every smoker in America may know how delightful pipe-smoking can really be, with

a truly fine tobacco. This anniversary offer is your opportunity—supply is limited. Better act now SEE COMPLETE ASSORTMENT AT YOUR DEALER'S!



\* Walnut, blended according to Middleton's private formula, contains the world's 7 finest tobaccos—imported and domestic. Not to be confused with popular-priced mixtures, which contain only 2 or 3 average-grade domestic tobaccos.

If not available, use this coupon—

John Middleton, 1211 Walnut St., Phila., Pa.  
I accept your invitation to try Walnut. Enclosed is \$1.00. Send me, postpaid and insured, one genuine \$1.50 Middleton Silvay Pipe (shape as illustrated) and two 30¢ packages of Walnut—Total Value, \$2.10.  
Light Finish Pipe ☐ Dark Finish Pipe ☐

Name \_\_\_\_\_

Address \_\_\_\_\_

Note: If you are not completely satisfied for any reason, your money will be cheerfully refunded.



Bits of spaghetti, feeling like worms girls believed them to be, were dropped in open mouths. Some of the girls had to be forcibly fed. Many retched and most screamed.



Ceremony ends with symbolic hitching-up of new members to farm wagon. Old members pile in, gaily whip on exhausted girls who are relieved that worst is over

CONTINUED ON PAGE 113



# The Declaration is signed

JULY 4TH

1776

Thus our Republic Won its Freedom...and in that Same Generation  
the Family of *James E. Pepper* Founded its Distillery!



*The Choice of  
Generation  
after  
Generation*



THE DECLARATION OF INDEPENDENCE created a new nation. In the succeeding years, industry grew fast. Near Lexington, Kentucky, heart of the Bluegrass, the grandfather of *James E. Pepper* began making whiskey.

Today—160 years later—in the same locality, the same old care is used in making *James E. Pepper* Whiskey. This mellow bourbon has become a tradition with Americans from generation to generation.

Because it is and always will be so much a part of gracious living, we urge you to try *James E. Pepper*. This fine old brand was "Born with the Republic"...it has remained a favorite down through the years.

A limited supply of beautiful 9" x 12" collectors' prints of the above illustration (Subject No. 2) by Artist Norman Price is available in full color without advertising. Send requests to James E. Pepper & Co., Inc., Dept. L, Lexington, Kentucky, enclosing 25¢ for each print.

## JAMES E. PEPPER

Bottled in Bond

KENTUCKY STRAIGHT BOURBON WHISKEY—100 PROOF



★ ★ ★ "Born with the Republic"



# Quality Triumphs

## AT YOUR 5 AND 10¢ STORE

### SENTINEL FIRST AIDS

Recognized the world over for high quality and enduring satisfaction—as necessities for every home and every medicine cabinet.

### CRO-PAX

Foot Aids

### CRO-PAX FOOT AIDS

Seventy products for every foot ailment—Corns, Bunions, Callouses, Weak Arches. Why suffer, when quick relief costs you so very little.

Yes, it's amazing...how little you pay, and how much you receive in quality, value and satisfaction, at the Cro-Pax Foot Aid and the Sentinel First Aid Departments of your 5 and 10 cent store. It will profit you to become better acquainted with the extraordinary extent and merit of these two complete lines. Always insist on Cro-Pax and Sentinel by name. Accept no substitutes.

## MILLIONS SOLD EVERY YEAR

DISTRIBUTED BY THE FOREST CITY RUBBER COMPANY • CLEVELAND, OHIO  
IN CANADA: COMFORT PRODUCTS, LIMITED • TORONTO, ONTARIO



## Life Goes to an Initiation (continued)



Leaving for the initiation, Candidate Eleanor Wilcox (second left) is led to car. Each pledge was told to wear an onion necklace, ring six eggs, six sandals, six fig-worties.



During initiation, boys scour countryside in hope of crashing barn rites. Eleanor's boy-friend found her but she was such a sight that he refused to drive her home.



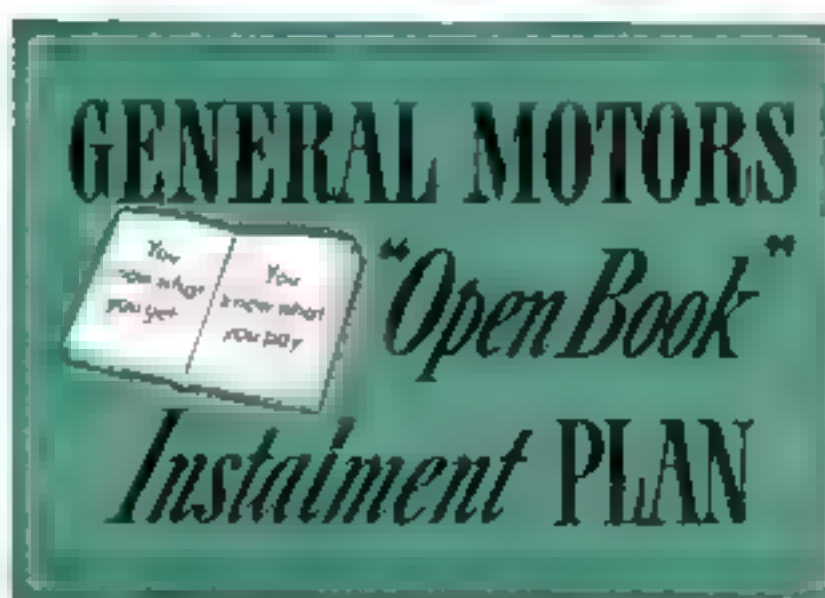
At formal induction, Eleanor kneels before Club President Jerry Cockins, takes oath on open Bible. Club code includes solemn vow not to steal another member's man.

*Send for the Chart that  
has helped thousands to  
Save Money when they  
buy a car on time.*



Thousands of prospective car buyers have received copies of this General Motors "Figuring Chart"—and thousands more are currently sending in requests for them. For, with this chart you can know...before you buy...the exact cost of the financing and insurance for your new car—and what complete insurance protection you get. ★ And it's so easy to understand that you can figure your own "deal"... based on the amount of time you want, and the amount you wish to pay monthly. ★ You'll see that this "Open Book" plan is the convenient, low cost way to buy your new car on time. ★ Send the coupon today and get your chart! Learn

how easy it is to figure the costs...and the savings...yourself!



NO SALESMAN WILL CALL

GENERAL MOTORS ACCEPTANCE CORPORATION  
1775 Broadway, New York C 5  
Please send copy of the GMAC Payment Chart for car checked below

CHEVROLET ☐ PONTIAC ☐ OLDSMOBILE  
☐ BUICK ☐ LA SALLE ☐ CADILLAC

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

County \_\_\_\_\_ State \_\_\_\_\_ U S A

This plan is available only through dealers in CHEVROLET, PONTIAC, OLDSMOBILE, BUICK, LA SALLE and CADILLAC cars.





## Scarlett O'Hara



**Danger! A nail polish so glamorous you'll want to live up to it!**

Scarlett O'Hara Night—a sirenizing deep red to add Scarlett glamour like a jewel to your summer frocks! And for further frock-and-finger harmony, you will want the other enchanting Scarlett shades. Morning, flower-pink, demure with cool blacks. Noon, with gay young sport clothes. The Scarlett O'Hara Trio is fine in quality—wonderfully long-lasting. Each shade goes on quickly and stays on divinely. Each, 50 cents, at all finer shops.

Miss Vivian Leigh, starring in "Gone with the Wind," a Selznick International Picture, released by Loew's, Inc., produced by David O. Selznick.



**HEALTHY CUTICLES** need care between manicures! Gently shape your cuticle with a La Cross Cuticle Pusher (25 cents). Keep edges neat with Cuticle Scissors (No. 305, \$2.25), or Nippers (No. 1072, \$2.75). American-made of finest steel—preferred by your manicurist.



**NEW TWO-IN-ONE MANICURE!** Ask your manicurist for the new La Cross Glycerated\* Oil Manicure, personalized to accent your hand-beauty! At home, use La Cross Hand Lotion or Hand Cream (each, 50c). Night Gloves, 25c.



**AMERICANA**—To keep your fingers beautiful between manicures! In a gleaming leather zipper-case, it holds the beauty aids a lovely lady needs for her hands. \$5. Other La Cross sets range from \$1 to \$25. (Prices slightly higher in Canada.) \*Reg. U. S. Pat. Off.—No Acetone

## La Cross

BETTER IN EVERY WAY . . . AND SAFE



Warren Wheelock in studio chisels statue called *Washington at Valley Forge*. Behind him is a study of Walt Whitman, named after Whitman's poem *Salut au Monde*.

## WHELOCK CARVES WITH YANKEE WIT

Warren Wheelock is in love with American history. He likes to roam among Civil War heroes in Arlington Cemetery. He takes talking about his Yankee forefather, the Rev. Elazar Wheelock, founder of Dartmouth College. He likes to recall when he ran away from school to fight in the Spanish-American War. So when he picks up his carving tools, he naturally brings to life his country's great ones such as Abe Lincoln and Walt Whitman.

At 60 Wheelock is short, soft-spoken like a country parson. But his work was hailed as modern and daring at his one-man show this spring in New York's Robinson Galleries. Wheelock began his career as an industrial designer, took up whittling as a hobby. By simplifying his figures until only the important outlines remain, he gives them the humor of caricature but achieves an abstract beauty of form that elevates them to fine art.

In New York, where he lives with his wife, Wheelock now plans to hew John Paul Jones, Nathan Hale, Eleanor Roosevelt.



"Paul Revere's Ride," mahogany horseman whizzing over house and tree, is study in speed. It is 26 in. high, is sold in stone by Limited Editions Sculpture for \$150.





"Roosevelt Head" of African walnut is one of Warren Wheelock's more realistic works. He modeled the President's head from photographs. This piece sells for \$500.



"Young Girl" is entirely a creature of Wheelock's imagination, executed in conventional style. He carved her especially for his exhibit to set off his more daring works.



"Washington Head" portrays the first President abstractly in plaster painted silver. Says Wheelock, "I wanted to get away from the sweetness and light of Washington."

CONTINUED ON NEXT PAGE

WHAT WILL YOU G-MEN HAVE FOR LUNCH?

**SPAM** WICHES SURE SUIT THIS BUNCH!

**SPAM:**  
SLICE cold SPAM and butter your bread! You may add sliced hard egg, Russian Dressing, cream cheese and horseradish—or invent your own combination!

BAKED **SPAM** IS EASY TO MAKE; I JUST POP A WHOLE **SPAM** INTO MY OVEN, BASTE IT THREE TIMES WITH THE SAUCE DESCRIBED ON THE LABEL... AND IN 25 MINUTES MY **SPAM** DINNER'S ON THE TABLE!

TRY **SPAM** AND SALAD, TOO! COLD OR HOT, THIS PURE PORK PRODUCT HITS THE SPOT! **SPAM**, THE MEAT OF MANY USES, COMES ONLY IN THE 12 OZ CAN THAT NEEDS NO REFRIGERATION

SPAM is a registered trademark of Geo. A. Hormel & Co., (Marples Jones & Co., Ltd., Agents for the U. S.)

**HORMEL**  
GOOD FOODS  
SPAM • CHILI • HAM • CHICKEN • SOUPS  
DINTY MOORE PRODUCTS

**SPAM**  
PORK SHOULDER MEAT  
with HAM MEAT ADDED  
NET WEIGHT INCLUDING BONES 12 OZ.



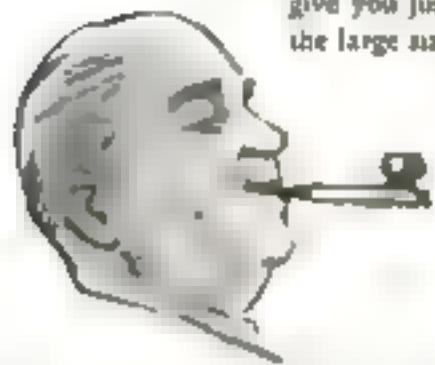
"Sure, I bought a genuine *Kirsten*"



"Boy—THIS pipe is scientific! That big 'radiator' really cools smoke—and it condenses and catches all those bitter-tasting juices that used to be so rough on my mouth. Never a drink or 'gaggy' back-bite from my KIRSTEN!"



"I discovered why KIRSTEN Pipes come in four sizes, when I got this one... they're measured to fit your style of smoking—and they use a clever Smoking Analysis Chart to give you just the right size. Mine's the large size—and it's a honey!"



"Ever clean a shotgun? That's the way you clean a KIRSTEN... just push absorbent tissue through the 'radiator.' It's so fine, y' machined it shines like a gun barrel. Between cleanings, the leak-proof valve keeps every bit of juice out of the bowl."



"I'm saving tobacco money since I got my KIRSTEN... burns every crumb of tobacco—no wet heel to throw away. They told me I would save about 30% on tobacco—and I believe 'em. It's a light, easy drawing pipe to smoke, too."



"I didn't know how much satisfaction I'd get from the KIRSTEN I gave to John. It's so sweet and fragrant—makes his tobacco smell so much better—no more strong 'pipe aroma' around the house or lingering in John's clothes... it's good looking, too."

Not every pipe with a metal stem is a KIRSTEN.

When you smoke a genuine KIRSTEN, you're smoking the only pipe that's engineered to give you the perfect smoke... feather-light duralumin "radiator" with big exposed cooling area (from 8 to 14 square inches)... richly grained, scientifically designed, imported briar bowl... watch-like precision in every part. Four sizes—the scientific Smoking Analysis Chart will tell which to buy... \$10.00 to \$17.50

At leading department stores, men's shops, tobacconists, jewelers and druggists, or write for illustrated folder and Smoking Analysis Chart



"Black dancer" carved of ebony has inlaid ivory teeth with one gold shiny filling. Wheelock says he was influenced here by the playful spirit of Uncle Remus stories.



"Sultan of Swat" shows the coiled power of Babe Ruth at bat. Duplicates of this fine little work will be sold in Limited Editions for \$15 when Mr. Ruth consents.



## YOUR CHILD'S Glamour LAND

Bring your children to Colorado for their ideal glamour-vacation... and yours! Adventure awaits them in Denver's Mountain Parks where deer, antelope, buffalo and elk roam in their natural surroundings. Scampering chipmunks feed from little hands. Here, nature study is fun... for the supreme thrill they may enjoy a snowight in midsummer! At every turn some new appeal to youthful fancy awaits discovery... truly, a child's vacation in Colorado is really a thrilling glamour-vacation for the entire family!

Consult your Travel Agent



355 Sunshiny Days in DENVER

DENVER CONVENTION & VISITORS BUREAU  
1615 COURT PLACE DENVER, COLORADO

Send me booklet and information.

Name \_\_\_\_\_

St. & No. \_\_\_\_\_

City & State \_\_\_\_\_

COLORADO  
AMERICA'S ROOF GARDEN





"The Tragic Lincoln," lank and lonely under his old shawl, is a Wheelock masterpiece. He carved it 2 ft. high out of hard teakwood and painted it in somber colors.



# Tune Up

## FOR SPRING!





### Sound this

Z

and see what A BIG CHANGE in your car "SMALL CHANGE" buys!

YOU'VE HEARD that modern engines are hard on oil. But maybe you don't know that *dirty winter oil* is mighty hard on engines, when a warm spell hits. Accumulated sludge and varnish drag your motor down, rob it of pickup, shorten its life.

Yes, and then gritty winter greases let gears, knuckles and bearings scrape and squeak your dollars away.



### DO 2 THINGS TODAY

**FIRST**, fill your crankcase with fresh, long-lasting, tough-film PennZoil, the amazing, anti-sludge\* Pennsylvania oil that keeps your motor clean as it wears in—not out!

**SECOND**, get a complete change of new, tough, summer grade PennZoil gear lubricants and a complete PennZoil chassis lubrication. See what a difference they make in steering, riding—in the whole "feel" of your car!

*There's a dealer near you. Phone your Pennsoil distributor or branch for his address. Drive up and sound your "Z" for a thorough Spring change-over!*

**\*Look At This Reason for PennZoil's Cleaness!**

PennZoil's anti-sludge qualities come from taking out weak and harmful impurities. As this chart shows, we do a good job of it. Sound your "Z" soon!



Be oil-wise specify PennZoil



**BONDED PENNZOIL DEALER**

100% Pure Pennsylvania

# PENNZOIL

Safe Lubrication

GIVES YOUR MOTOR AN EXTRA MARGIN OF SAFETY





BY APPOINTMENT TO  
THE PRINCE OF WALES  
1926



BY APPOINTMENT TO  
H. M. KING OF SWEDEN

"Quality  
Tells"



Compare

VAT 69 and  
you will be  
convinced

that it is

No. 1  
in  
Taste



PARK & TILFORD  
IMPORT CORP., NEW YORK, N. Y.

## PICTURES TO THE EDITORS



IN A MOCK MARRIAGE RAY ROSE WEDS LIFE-SIZE POSTER OF ALICE FAYE

### MOCK MARRIAGE

Sirs

Movie Actress Alice Faye is my idea of the type of girl I want to marry. As I don't know Miss Faye and can't propose to her, I have done the next best thing. In a mock marriage I recently wed a life-size cardboard poster of her, dressed as a bride and announcing to all the world that "My hope chest dreams came true."

RAY H. ROSE

Delta, Colo.



"MR. & MRS. RAY H. ROSE"



### DOUBLE-CROSSING SWASTIKA

Sirs

It took two pro-Hitler German tourists to discover that the Nazi swastika adorned Arizona State Highway signs. On a highway sign directing travelers to Tucson via State Route 84 the Germans spied the swastika. Jubilantly they gave the Nazi salute. Arizona onlookers tried to tell them that this was the Indian sign for

peace and was drawn in exactly the opposite way from the Nazi swastika, but the Germans insisted it was the true Hitler symbol and upon investigation they proved to be right. The Arizona State Highway officials had gotten their swastikas mixed up by mistake. Now all these double-crossing swastikas have been ordered removed.

Tucson, Ariz.

BEN D. GROSS

Easy way to please  
your men folks!



● Next time your man (be he four or forty!) wants something good to drink, give him a cool glass of that *fancy* juice that comes from Florida grapefruit.

And try some yourself! Everyone loves that refreshingly clean taste. Best of all, *this* juice is good for the health in a dozen different ways. It's loaded with the vitamins and minerals that help build up resistance to colds and other illnesses.

**FLORIDA**

CANNED

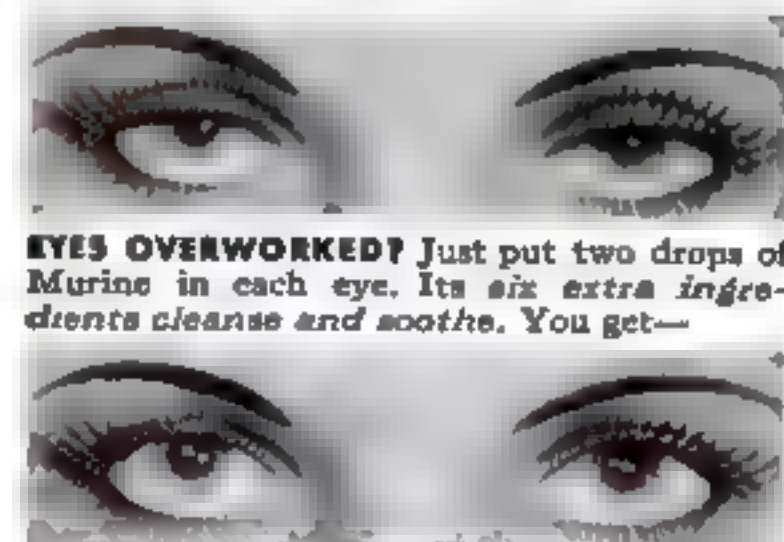
**GRAPEFRUIT JUICE**

FLORIDA CITRUS COMMISSION, LAKELAND, FLORIDA

Rich with the facts and the art of our exciting age, **FORTUNE** is a history of today and a book to save for tomorrow

**You Can Get  
Quick Relief From  
Tired Eyes**

MAKE THIS SIMPLE TEST TODAY



**EYES OVERWORKED?** Just put two drops of Murine in each eye. Its six extra ingredients cleanse and soothe. You get—

**QUICK RELIEF!** Murine washes away irritation. Your eyes feel refreshed. Murine helps thousands—let it help you, too.

**MURINE**  
FOR YOUR EYES

SOOTHES • CLEANSSES • REFRESHES



*Men want the* **MAN SIZE** *Initials by* **NU-LOK**

Here's the **NU-LOK** Key Chain — smarter than ever with the new **MAN-SIZE** Initial. Price \$1

The **NU-LOK** Key-Heart is handy and secure. You'll like its easy-action.

**NU-LOK** Tie Clip glides on — holds fast. Price 50c

**NU-LOK** Initial Tie Chain Price 50c

**NU-LOK** Collar Holder glides easily on — won't let go. 50c and up

**NU-LOK**  
*Jewelry Necessities*

FREEMAN-BAUGHADAY CO., PROVIDENCE, R. I.

## FOR THE 1 MAN IN 7 WHO SHAVES EVERY DAY

**A Special Shave Cream—It's  
Not a Soap, Needs No Brush!**

Daily shaving leaves many men's faces raw, sensitive. This is especially true of the man who, because of his business and social status, must shave every day.

To meet this condition Williams, for 100 years makers of fine shaving preparations, has now developed **GLIDER**—a special cream for daily shavers. With no soap base, it's a complete departure from ordinary shave creams. No brush. No lather. Not sticky or greasy.

A **superabundance of moisture** in this rich cream softens each whisker, yet forms a protective layer over your face to keep blade from scraping. Swiftly, gently your razor glides over your skin. Like a cold cream, **GLIDER** helps smooth, soften your skin and prevent chapping and roughness.

**FREE**—tube of **GLIDER**. Send name, address today. The J. B. Williams Co., Dept. CG-10, Glastonbury, Conn.

*Offer good in U. S. A. and Canada only*

## PICTURES TO THE EDITORS

(continued)

### SUSIE-Q

Sirs:

After seeing the picture of Susie, the laughing kitten, in *LIFE* (May 6 issue), I decided to name this kitten **Susie-Q**, an adventurous imp who almost drowned when she became too curious about a pot of milk.

NINA LEEN

New York, N. Y.



SUSIE-Q JUMPS INTO MILK



SHE ALMOST DROWNS IN THE POT



WITH A YELL SHE REGAINS BALANCE



SHE IS DRIPPING WET—AND WISER

# IT'S HERE

## ...A New Kind of Radio!



## Frequency FM Modulation RADIO BY STROMBERG-CARLSON

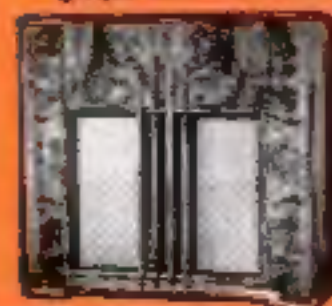
Frequency Modulation—a revolutionary new kind of broadcasting that eliminates static and interference within the service range of FM stations . . . that gives completely natural reception . . . is making front page news! And you can enjoy it NOW with a new FM Stromberg-Carlson, whose exclusive Labyrinth and Dual Coaxial Carpinchoe Speaker System brings you the utmost of FM's greatly increased fidelity.

Bass notes never before heard over radio are easily recognized. The upper ranges of violins are vivid and distinct. Voices reach you with startling clarity. Naturally, such an instrument gives standard and short wave programs, as well as FM broadcasts, new realism. Stop in at your dealer's and hear a New FM Stromberg-Carlson—the radio so thrillingly better that it sells itself!

Look in the classified telephone directory for the name of your nearest dealer . . . or mail coupon.

*There is nothing finer than a*  
**Stromberg-Carlson**

No. 480-M Labyrinth Radio with Coaxial Speaker System (at top). FM, Standard and Short Wave Broadcasts. Phonograph and Television Connection. Authentic Chippendale. Walnut.



No. 455-PL Labyrinth Automatic Radio-Phonograph (at left). FM, Standard and Short Wave. Television Connection. Walnut.

Stromberg-Carlson FM equipped Receivers range from \$49.50 to \$395 f.o.b. factory.

**NO  
STATIC**

**NO INTER-  
FERENCE**

**MORE  
TREBLE**

**MORE  
BASS**



### THE LABYRINTH

Until FM Broadcasting was developed, there were no programs on which the Labyrinth and Carpinchoe Speaker could demonstrate their full capabilities.

In the Labyrinth and Coaxial Carpinchoe Speaker System a high and low frequency speaker are nested together on the same axis to reproduce a greater range of high and low tones, and in proper balance.

The back of the low frequency speaker works into the Labyrinth, extending the bass range, preventing unwanted "boom" within the cabinet, and properly leading the speaker for most effective operation at high volumes.

All Stromberg-Carlson FM Receivers are licensed under Armstrong Wide-Swing Frequency Modulation patents.



COAXIAL  
SPEAKER

Stromberg-Carlson Telephone Mfg. Co.  
265 Carlson Road, Rochester, N.Y.

Gentlemen:

Please send me complete information about the new Stromberg-Carlsons.

Name \_\_\_\_\_

Street \_\_\_\_\_

City & State \_\_\_\_\_



# SALESMEN CAN'T TALK BACK



**WHATEVER THE CUSTOMER SAYS** goes! So store salesmen lug boxes and bolts ...walk 20 miles a day to give customers what they want. Salesmen get tired. But for 12 who volunteered to drink Knox Gelatine for 28 days, the results opened their eyes!



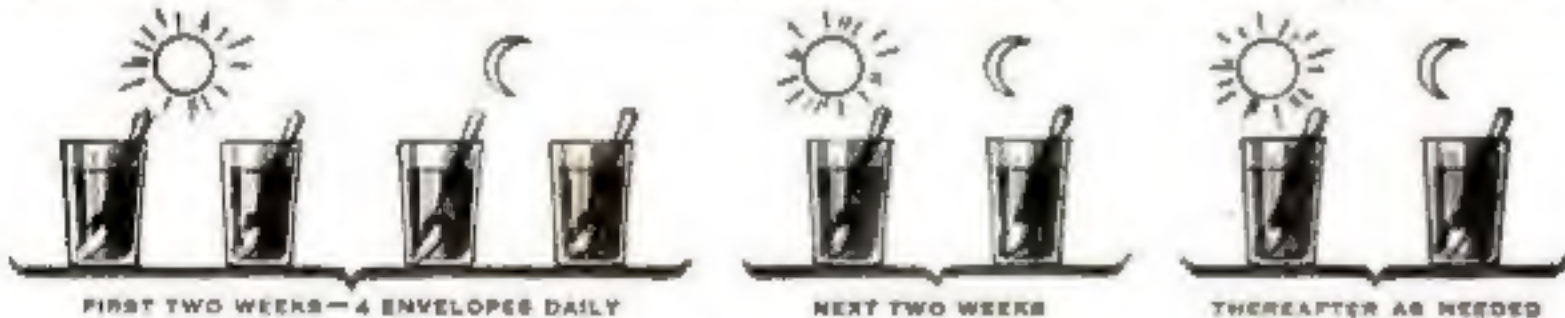
**75% DEFINITELY LESS TIRED!** Out of the 12 salesclerks, 3 did not complete the 28-day Knox Gelatine test. But out of the 9 who finished, every salesclerk said Knox definitely cut down tiredness and sent energy up so much he felt like a new man!



**7 OF THE 9 TO CONTINUE** drinking Knox. A check was made two weeks later. Of the 9 finishing the test, 7 clerks planned to continue drinking Knox. 5 of these men had never stopped because they wanted to keep on feeling tops!



**9 OUT OF 10** in all occupations finishing tests say Knox cuts down tiredness! This includes hundreds of men and women in jobs such as business workers, truck drivers, radio actresses, models, electricians. Note that women as well as men got benefits!



**TIRED? DRINK KNOX!** Try building up your endurance this simple way. First 2 weeks: drink 4 envelopes of Knox daily...two in morning, two at night. Second 2 weeks: drink 2 envelopes...one in morning, one at night. After that, drink as required.

**THE SECRET** is to drink Knox Gelatine regularly. And don't forget, Cost? Little more than a pack of cigarettes a day.

Be sure to drink plain, unflavored Knox Gelatine (U.S.P.)...the same gelatine used for over 50 years for desserts and salads. Knox is the only gelatine *proved* to increase endurance. Each dose sealed in sanitary envelope, protected until you use it. Buy the

regular 4-envelope kitchen package, or the new money-saving 32-envelope package. At your grocer's. Or write Knox. Also send for Bulletin E, Knox Gelatine, Johnstown, N. Y., Dept. 71.

**HOW TO DRINK KNOX:** Empty 1 envelope (¼ pkg.) Knox Gelatine in glass ½ full of water or of fruit juice, not iced. Let the liquid absorb the gelatine. Stir briskly. Drink Knox immediately. If it thickens, stir it again.

## BEAT TIREDNESS! DRINK KNOX GELATINE



## PICTURES TO THE EDITORS

(continued)

### ROCKABY PANDA

Sirs:  
The animal of the decade has become the panda, a native of the Himalayas, which since 1936 has been the most popular zoo exhibit in America and since

1939 in England. In this series of pictures a baby British panda has been tempted to ride a rocking horse with amusing results.

DAVID RITCHIE  
London, England



ON FIRST TRY TO MOUNT ROCKING HORSE, PANDA ALMOST TIPS HORSE OVER



EVENTUALLY HE MANAGES TO JUMP ON HORSE AND CLING TO IT SIDEWAYS



SUCCESS AT LAST. PANDA SITS ON HORSE, LEANS OUT OVER HORSE'S HEAD

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# Blackout at CERRO DE PASCO



1. "No, *that's not* an overexposed snapshot of a fried egg—but a photograph of a total eclipse, valued at \$1,500!" writes an astronomer. "And when I think how close we came to returning without it, it makes me call for a Canadian Club!"

2. "We had organized an expedition to Cerro de Pasco, Peru, taking a half-ton of equipment. We suffered getting it down there and up into the mountains, but we finally did manage it. The weather seemed perfect—cloudless and clear. Success looked so certain that we celebrated by breaking out a bottle of Canadian Club."

3. "But *next day*—the day of the eclipse—was completely overcast! We were in despair, but we continued to make last-minute tests of the huge telescope camera. The afternoon passed; then almost at sunset—for the priceless 100 seconds of the eclipse—the sky suddenly cleared! We worked feverishly, and two minutes later had eight precious photographs! Out came the Canadian Club—and never has anyone enjoyed its distinctive, satisfying flavor more than our little party of scientists on that mountain top that evening in Peru!"



## CHANGE TODAY, AS THOUSANDS HAVE

Taste for yourself why more Americans drink Canadian Club than any other Imported Whisky



WHY do *twice* as many Americans now drink Canadian Club as did a few years ago? Why have they changed to this rare, imported whisky?

The answer is in Canadian Club's utterly *distinctive* flavor—its all-round agreeable nature—that surprises and delights *all* tastes. Men themselves say Canadian Club is "*light* as Scotch," "*rich* as rye," "*satisfying* as bour-

bon." Yet it has a delicious flavor all its own.

In Scotland, as in U. S. A., Canadian Club is the leading imported whisky. It is a favorite in 87 lands. Discover why, for yourself. Just try this unusual whisky in your usual drink, and taste the pleasing difference. Start to enjoy Canadian Club today! Canadian Club Blended Canadian Whisky. 90.4 proof. Imported by Hiram Walker & Sons Inc., Peoria, Illinois.

IN 87 LANDS  
WHISKY-WISE  
MEN ASK FOR

"Canadian  
Club"

6 YEARS OLD





"Speed wins in  
Motor-cycle racing!  
Slow burning wins in  
the cigarette field!"

SAYS JIMMIE KELLY, CHAMPION  
MOTOR-CYCLE RACER AND  
ENTHUSIASTIC CAMEL SMOKER



ON THE FAST SIDE—A 50-mile-an-hour skid, and Jimmie Kelly (No. 43) whips into the lead on the ocean beach at Daytona. On a racing motor-cycle Jimmie Kelly is a riding champion, but when it comes to cigarettes, this record-breaking driver is...

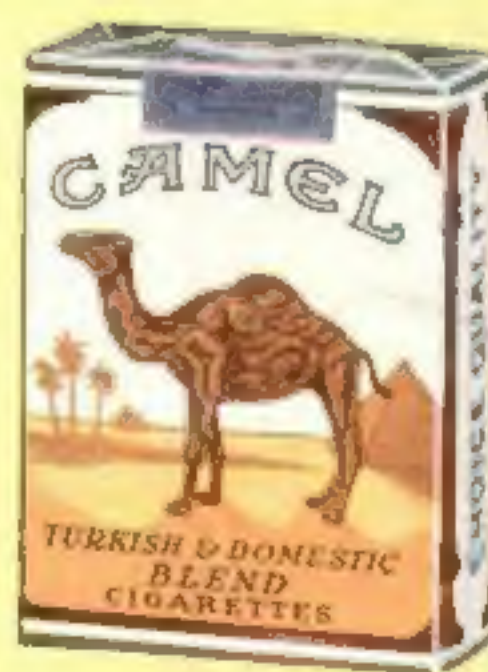
"ON THE SLOW SIDE" — That's Jimmie Kelly's way—and the way of millions of other smokers—of saying that he prefers the slower-burning cigarette... Camel. "That's where the 'extras' are in cigarette pleasure and value," explains Jimmie (left).



CHAMPION JIMMIE KELLY (above) is just one of thousands of experienced smokers who have discovered that Camel's slower way of burning means several definite advantages. Being slower-burning, Camels are free from the drying, uncomfortable qualities of excess heat. They give you *extra mildness* and *extra coolness*... always so welcome. Slower burning makes the most of the full, rich flavor of Camel's costlier tobaccos. Camels give you *extra flavor*... don't tire your taste. The extra smoking in Camels is a matter of the smokers' experience as well as of impartial laboratory record. So get more pleasure per puff and more puffs per pack. Get Camels. Penny for penny, Camels are your best cigarette buy!

In recent laboratory tests, CAMELS burned 25% slower than the average of the 15 other of the largest-selling brands tested — slower than *any* of them. That means, on the average, a smoking *plus* equal to

**5 EXTRA  
SMOKES  
PER PACK!**



THE CIGARETTE OF COSTLIER TOBACCOS

*Slower-burning Camels give you—*

**EXTRA  
MILDNESS**

**EXTRA  
COOLNESS**

**EXTRA  
FLAVOR**

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